

# AMERICAN

## CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

*Dixie Beef*

WILDERNESS REVIEW



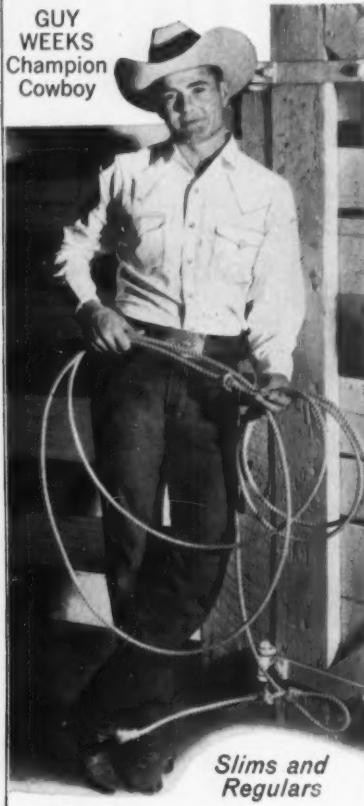
OCTOBER  
1959

"Back of the chutes...  
or out in front

**Lee RIDERS**

deliver what you want!"

GUY  
WEEKS  
Champion  
Cowboy



**Slims and  
Regulars**

Lee Riders cowboy pants are built to stand the toughest wear you can give 'em and still look good, feel good!

- Genuine western style
- Form-fitting, hip-hugging
- Rugged Lee Rider Denim
- Sanforized to fit right always

**GUARANTEED**

**THE H. D. LEE COMPANY**  
KANSAS CITY, MISSOURI

**COVER PICTURE**

The cute little fellow on the cover, not so well known in the North and West, is familiar to the cattlemen in the South whose industry the Producer is featuring in this month's leading article. Photo by Phil Palmer, Auburn, Calif.

**ABERDEEN-ANGUS JOURNAL**

Official Publication for the American Angus Association. Published monthly.

25¢ for sample copy. 3 Years for \$5.00  
P. O. Box 238, Webster City, Iowa



**ALL SET FOR WINTER**—We have had a dry summer but made a lot of hay so are well organized for winter. This market has us a little confused but it still is high enough. If it gets some lower, it would be just that much harder on Uncle Sam. — Oda Mason, Laramie, Wyo.

**TWO PROBLEMS**—Cattlemen have only two major problems: No. 1, drouth, which is mostly unavoidable. No. 2, vast foreign imports. Foolish. The government we support is letting us down.

(Continued on Page 16)

**IN THIS ISSUE**

Assn. Notes	18	Foreign	19
Breeds, Shows	24	Ladies' Page	20
Calendar	26	Letters	2
CB Chimes	21	Lookout	4
Classifieds	27	Market	16
Cow Nos.	14	Personals	26
Cow Pony	17	Promotion	18
Dallas	21	Public & You	17
Deaths	26	Research	9
Dixie Beef	10	Signs	8
Eating Qual.	23	Statistics	26
Editorials	6	Wilderness	13



Published monthly by the American National Livestock Association Publishing Co., 801 East 17th Ave., Denver 18, Colo. Second-class postage paid at Lincoln, Nebr.

Change of address notices, undeliverable copies, orders for subscriptions (\$2 a year; Canada and foreign \$2.50) and other mail items should be sent to American Cattle Producer, 801 East 17th Ave., Denver 18, Colo.

Microfilms of volumes starting with 1957-58 are available. Inquiries should be directed to University Microfilms, 313 N. First St., Ann Arbor, Mich.

**801 EAST 17TH AVE., DENVER 18, COLO**  
(PHONE AMHERST 6-2330)

C. W. McMillan Managing Editor  
DAVID O. APPLETON Editor  
ROY W. LILLEY Business Manager  
Eastern Advertising Representative  
John K. O'Donnell, 153 Seaman Ave., New York 34, N. Y.  
Phone LOrraine 7-5010

Officers of the American National Cattlemen's Association:

President—G. R. Milburn, Grass Range, Mont.  
First Vice-President—Fred Dressler, Gardnerville, Nev.

Second Vice-Presidents—John Armstrong, Selma, Ala.; E. S. F. Brainard, Canadian, Tex.; Robert O. Johnson, Sanger, Calif.; Brooks Keogh, Keene, N. D.; J. Wells Robins, Scipio, Utah.

Executive Secretary—C. W. McMillan, Denver, Colo.

Assistant Executive Secretary—Roy W. Lilley, Denver, Colo.

Treasurer—Myrtle Black, Denver, Colo.  
Director of Information—Lyle Liggett, Denver, Colo.

Traffic Manager—Charles E. Blaine, Phoenix, Ariz.

Assistant Traffic Manager—Calvin L. Blaine, Phoenix, Ariz.

Membership dues in the American National Cattlemen's Association: 7 cents per head of cattle owned, \$10 minimum, annually.

**FARNAM "EASY HOLD"  
CHUTE GATE**



**PORTABLE  
Or  
Permanent**  
- Installation  
in Any  
Opening

**Makes Quick Work**  
Of Cattle Handling Jobs

Enables you to quickly restrain and safely hold cattle for inspection, treatment, branding, vaccination, etc. Makes cattle handling easier, safer, faster. Every stock farm needs and should have this low-cost stock-holding gate.

Accept This "FREE TRIAL" OFFER!

Try the Farnam Chute Gate at our risk! Use it for 30 days and prove to yourself you need it on your farm. Write for Illustrated Literature and details of 30-Day Trial Plan.

**FARNAM EQUIP. CO. Dept. CG-13 OMAHA, NEBRASKA**



**Authentic Western Christmas Cards**

All new and different western Christmas scenes in full color by famous artists, Lorenz, Paris, Tilton. Choice of fourteen cards—religious, serious, humorous. These outstanding cards available only by mail. Send \$3.50 for 25 assorted cards or 10¢ for sample card and complete illustrated catalog. Immediate service. We pay postage. Selling western Christmas cards by mail since 1947. We guarantee satisfaction. Order Today.

**LAZY R L RANCH** Box 308  
Boulder, Colo.

"We are concerned about present hog prices and the outlook for hogs. For the past year and a half, we have cautioned producers repeatedly against overproducing hogs. We have urged early marketing of hogs. We have announced a lard export program. We have started to buy pork for the school lunch program. But we are not going to put the government into the hog business."—Ezra T. Benson.

**FREE 100 PAGE  
HANDBOOK**  
and Catalog  
Livestock Diseases

Save money. Complete list vaccines,  
drugs, instruments.

**KANSAS CITY VACCINE CO.**

Dept. D-1, Kansas City, Mo.

*American Cattle Producer*



FRANKLIN

## How Many of Your Calves will SHIPPING FEVER Get? EVEN ONE IS TOO MANY!

**N**O ONE can guarantee complete control of the deadly, often complicated, disease commonly called "Shipping Fever".

BUT, extensive experience indicates that losses can be minimized — often completely avoided.

One important step is the prevention process is vaccinating with resistance-building doses of Franklin C-P Bacterin.

A shot of C-P about 2 weeks before weaning or shipping gives time for the bacterin to build resistance before the period of greatest exposure. A second dose 3 to 5 days later for calves not vaccinated in the spring increases the initial effect and provides a stronger immunity. C-P Bacterin (*Corynebacterium-Pasteurella*) is available in both 2cc and 5cc doses.

### Treatment of Shipping Fever

Should symptoms develop such as high temperature, pneumonia cough or mucous mouth discharge, segregate and give a fast, first-aid dosage of Franklin Tri-Sulfa.

Franklin Tri-Sulfa consists of the three sulfonamides having special qualities for inhibiting a wide scope of the bacteria usually involved in such conditions.

Tri-Sulfa is available as Sterile Solution, Boluses and Liquid Tri-Sulfa-NS for injection directly into the rumen, for use in drinking water or as a drench.

For severe cases, the added use of Franklin Penicillin G in Dihydrostreptomycin Solution provides an excellent combination weapon for fighting severe acute infections.

For detailed information refer to the Franklin catalog, free from local Franklin Drug Store Dealers, or by mail from any Franklin Sales Office.

### O. M. FRANKLIN SERUM COMPANY

DENVER • KANSAS CITY • WICHITA • ALLIANCE • AMARILLO  
FT. WORTH • MARFA • EL PASO • MONTGOMERY • PORTLAND  
SALT LAKE CITY • BILLINGS • LOS ANGELES • CALGARY

FRANKLIN PRODUCTS PROTECT  
THE STOCKMAN'S PROFIT



Franklin Druggist Dealers  
Offer You Trained  
SERVICE!

Along with Franklin unsurpassed quality you get the help of Dealers with professional knowledge of their proper use.



GET FREE CATALOG  
A world of helpful information on improved methods of handling livestock is contained in the big Franklin catalog. Free from local dealers or any Franklin office.

# The Lookout

LEGISLATIVE SCORE

**Congress** got at least a small start on a measure that is of nation-wide importance to the cattle industry. It is H. R. 5555, which would acknowledge the authority of the states to control the water within their boundaries and which would require federal agencies needing water to get it under state law in the same way as any other user of water.

The attitude of the Department of Justice, however, backed by some decisions, is that when the government reserves land it also gets a superior right to the water. This has made many water users uneasy about possible federal claims to their water.

On the other hand, at the hearing held before a House committee (the American National testified in favor of the bill) it seemed quite evident that committee members, all of whom showed keen knowledge of water problems, were favorable to the overwhelming testimony favoring the measure or similar bills.

We hope this means progress toward eventual passage. The measure may be considered again when Congress reconvenes Jan. 6. (Any bill which has been referred to a committee for action is still a live bill and can be considered next year.)

**Of particular interest** to the cattle industry was the new labor law which puts further restriction on picketing; attempts to close loopholes in the Taft-Hartley law against secondary boycotts; gives state courts jurisdiction in disputes not accepted by the National Labor Relations Board; regulates internal affairs of unions; gives union members a "bill of rights;" requires financial reports by union officers. The National favored the Landrum-Griffin bill . . . . A congressional labor subcommittee held partial hearings on a bill to extend minimum wage and hour regulations to larger agricultural employers.

**Passed at midyear** was the agricultural appropriations measure including provision for a pilot monthly cattle-on-feed report in Arizona and California (first report was scheduled for September); quarterly reports for Nevada, New Mexico, Oregon, Washington and Wyoming in addition to current reporting; annual surveys for Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North and South Carolina, Tennessee and Virginia, and the continuation of the Colorado area range sales reports. A resolution adopted by the American National at Omaha called for these.

**Hearings** were held by a Senate committee on S. 1123 which is an amended wilderness measure that would set up wilderness areas roughly approximating present wilderness sites; provide for congressional review of administrative action in such areas; eliminate the Indian tribal lands; delete the wilderness preservation council. The bill retains the clause that grazing may be continued where established.

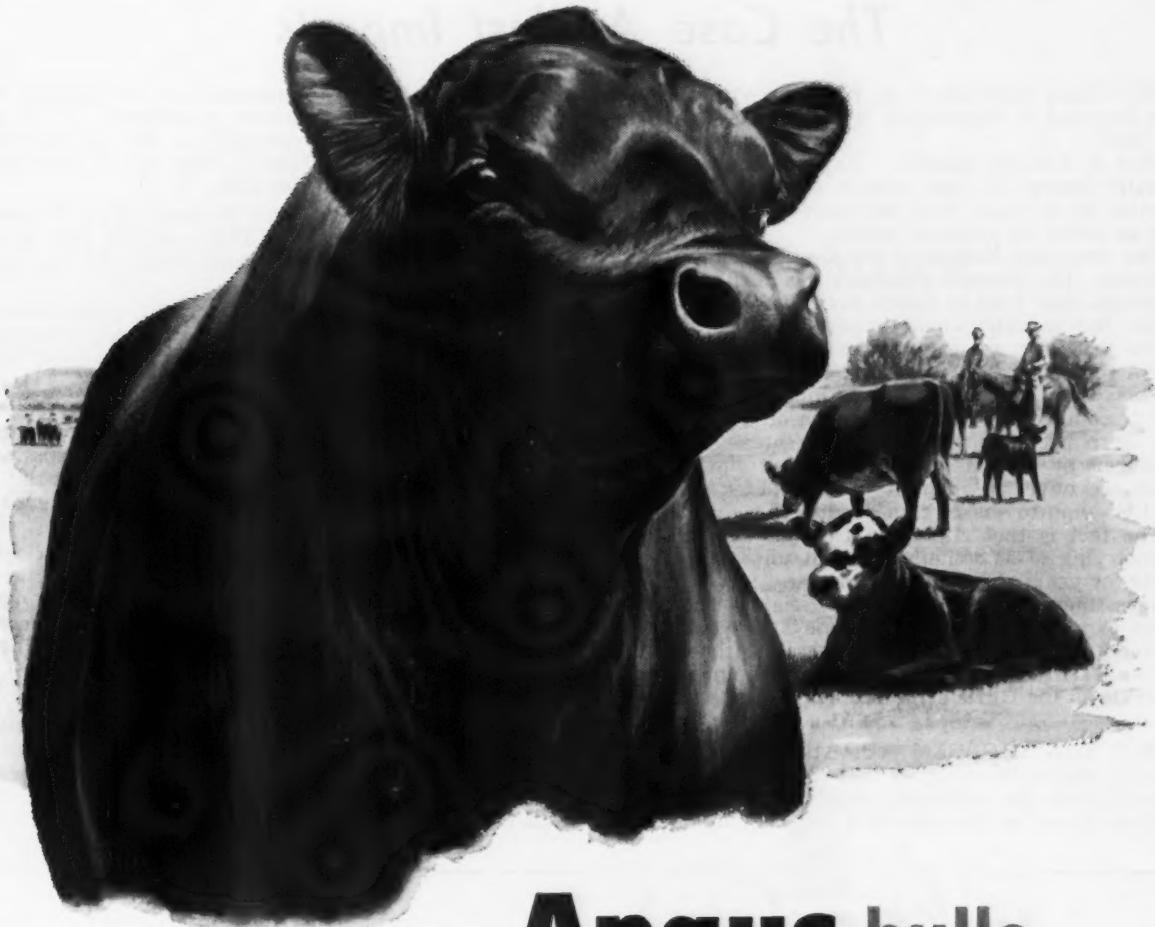
Even with these amendments, objection was again expressed by the American National because the measure would mean special legislative stature for one use of public lands over other uses.

**Bills passed** included the "wild horse" bill which outlaws use of aircraft or motorpower in rounding up abandoned horses on the public domain (American National contended the law would hamper some of BLM's necessary management practices); measure hiking gasoline tax from 3 cents to 4 cents for money to continue interstate highway building (association opposed); S. 2504 which permits sale of government surplus feed in drouth areas (opposed because feed is generally abundant and measure could aggravate the cattle build-up situation); a measure liberalizing railroad retirement and welfare benefits (National opposed on the ground the added cost would be reflected in higher shipping charges paid by producers).

**Other measures** of particular interest to the cattle industry included checkoff legislation for red meat promotion (National favored, no hearings held); S. 864 to authorize USDA to seize animals smuggled in without inspection, to deal with the scrapie disease, to quarantine animals suspected of infection of communicable disease, to help states in disease outbreaks if state measures are inadequate (National testified in support in House subcommittee hearing); H. R. 10 to allow a self-employed person to defer income tax on 10 per cent of his income or up to \$2,500 a year, whichever is less, with limit of \$50,000 (National Live Stock Tax Committee testified in support; House passed but no action by Senate committee).

**This report** covers only major legislative activities of the American National. It does not cover work to get adoption of association policies through administrative action and departments of government. Included here are the import problem, grading, inspection, diseases, public lands, P&SY regulations.

# They're worth more if they're Black



## Angus bulls breed more profit into your calves

What a bull! Powerful and prepotent! A real pacesetter of progress . . . a builder of better beef!

If your cows are horned, he breeds them off your calves. And if your herd is red or white, he soon turns it black. But most important: he gets you a good calf from a grade cow to boost your beef profits.

### More beef where it counts

There's no better beef type than Angus. There're lots of ways of describing it, but it all adds up to *higher dressing percentage and more saleable beef*, especially in the higher-priced cuts. For an Angus bull sires calves with less bone, belly and brisket. That's why packers consistently pay more for Angus and Angus cross-bred steers.

Your improved heifers will also pay you dividends for years to come. In about three crosses with Angus bulls, you'll have a solid black, hornless herd of fine beef cows.

### Breed off the horns

Angus is the only naturally hornless beef breed. When you cross an Angus bull with your horned cows, at least 95% of the calves will be dehorned.

What's more, you'll have virtually no trouble from cancer eye or pinkeye when your calves and heifers are from an Angus bull.

### Better buy Black bulls!

Where can you find them? There are many good purebred Angus breeders with bulls for sale at sensible prices; also many auctions every year sponsored by purebred breeders and local associations. Contact these breeders. Attend these sales. Buy Angus bulls and *breed more profit into your calves*.

Just remember . . . they're worth more if they're Black.

**American Angus Association**  
3201 Frederick Blvd., St. Joseph, Missouri

## The Case Against Imports

READERS have asked us, Why doesn't the American National do "something" about the heavy imports of beef?

This is a valid question. Imports have been unusually heavy the past couple of years, and there can be no question that the competition of imports has an effect on prices of cattle.

The American National's fact-finding committee researcher, Dr. Herrell DeGraff, has estimated that, although they help to retain beef customers and stabilize the industry, beef imports depress domestic cattle prices by something like \$1.50 a cwt. Others claim the effect is a great deal more.

Then why can't we do something about it under the "escape clause," the mechanism of which ostensibly is to protect an industry "threatened" with or damaged by imports. Why shouldn't the domestic producer have the benefit of this \$1.50 instead of profits going to the foreign producer?

The fact is that American National officers have been trying to do something about unreasonable imports for years. They have had many meetings with congressmen and government officials. They have hired experts and retained attorneys to work on the problem. They have often conferred with members of the Tariff Commission, many of whom are sympathetic to the cattlemen's problem.

\* \* \*

BUT THE PROBLEM REMAINS. We are constantly told in Washington that the \$1.50 a cwt. that imports cost the cattlemen, especially in good years such as these, or the record 8 per cent of domestic

production that imports represent as competition to domestic output, are entirely insufficient facts as cause for invoking any restraint on foreign imports under our present tariff laws. They tell us that imports pose no threat at this time.

Other industries have taken presumably valid cases to the Tariff Commission. Their success has been limited. Here's the bleak record under the "escape clause":

Of 80 cases processed by the Tariff Commission, 14 were dismissed, 34 were decided adversely, 32 were sent to the President with recommendations for tariff increase or import quota.

Of the 32 cases sent to him, the President acted favorably on only 11. In eight of the 11 he put into effect a lesser remedy than the Tariff Commission recommended. Among the cases rejected or set aside by the President were seven unanimous recommendations of the Tariff Commission.

But in spite of this near impasse, the American National insists there may be a point on some future downturn in domestic prices when a "threat" to our industry definitely can be shown; that it can be demonstrated that unreasonable imports put the final damaging pressure on a down-sliding market.

\* \* \*

THE ASSOCIATION will make out a case against unreasonable imports. But will future decisions, made by a government fascinated by "one-world togetherness," be favorable? Will the decision be in time to head off the damage?

## Your Convention

THE STATE OF TEXAS has close and long-lasting ties with the livestock industry. And it seems quite appropriate that at the start of the new year three important events should be taking place in as many of the Lone Star State's great cities.

Members of the American National Cattlemen's Association will gather at Dallas Jan. 28-30 for their 63rd annual convention. Immediately preceding the cowmen's meeting—Jan. 25-27—the National Wool Growers will hold their annual convention in San Antonio. And the dates of Jan. 27-Feb. 7 will see the city of Fort Worth playing host to the Southwestern Exposition and Fat Stock Show. Certainly all stockmen who find themselves in Texas at any time during that 10-day period will want to take in some part of the Fort Worth show.

The woolmen have been urging their members to attend their organization's 1960 meeting. And it behooves the cattlemen—all stockmen are invited—to come to Dallas for their sessions. That goes for the Juniors and CowBelles, too. These are important days for the beef producer, and he should join his fellows and let himself be heard in discussions and decisions affecting his business.

This is the time to start planning your trip, and the first step is to make your reservation. Send requests,

with type of accommodation desired, length of stay, etc., to Housing Bureau, Chamber of Commerce, 1101 Commerce St., Dallas 2, Tex.

\* \* \*

IT'S YOUR BUSINESS MEETING. Attend.

## Logical Expansion

WE READ most of the material printed in the livestock press, but we have not read anything that, as some cattlemen have remarked, says that producers should reduce their cattle herds.

What we have read, and what we have said in our own magazine, is that cattle numbers are rising—perhaps at too rapid a rate—and will continue to rise; that this is a good time to "put your house in order;" that if enough cattlemen recognize that big build-ups mean an eventual collapse and check their own contribution to it, we can avoid any real bust; and that the desirable practice is to increase numbers only to the extent of keeping pace with a growing human population.

In other words, all this information about numbers boils down to this: That there be a sane, logical expansion in the beef plant and that we try to avoid a runaway growth which could come if cowmen were unaware of the explosive potential in today's cow herd.

with **SHIPPING  
FEVER** the proof  
is in **TRILAFON**

Only a few cc. of TRILAFON—one preshipment injection—halts shipping fever before it starts and saves untold \$\$ in extra medical care, lengthened feeding time and death losses. The same injection reduces normally expected shrink by 50%. At the feedlot TRILAFON helps livestock adjust quickly to new surroundings, retain appetites and go to finish faster.

TRILAFON,® brand of perphenazine.

SCHERING CORPORATION • BLOOMFIELD, NEW JERSEY

**f** *Schering*  
“an ounce  
of prevention  
is worth a pound of cure”





## Your place is one in a million!

The job you're trying to do, the operation you're trying to build is different from *anyone* else's. It's a different part of the country, you're growing or breeding different things — well, there's just no comparison!

Your needs and uses for money are different, too. Your property can't be appraised on exactly the same bases as anyone else's and your business methods and income require special mortgage terms.

That's why you should con-

sult your nearby Connecticut Mutual Life mortgage loan correspondent when you want mortgage money. He's an independent businessman who lives and works in your part of the country. He's familiar with the type of farm or ranch you have and his reputation depends on the knowledge and ability he has to do the fair thing. He knows that he must be just as careful of your interest as of his own and ours. That's why he's a leader in his field. Call on him.

*The*  
**Connecticut Mutual**  
LIFE INSURANCE COMPANY · HARTFORD



### Interior Dept. Proposes Signs on Public Land Fences

A proposed Interior Department regulation would require ranchers to post signs on their fenced public lands informing the public that the lands are open. According to Assistant Secretary Roger Ernst such a regulation is expected to be published in the Federal Register after which a waiting period of 30 days for public comment will follow.

Two kinds of signs are contemplated, Ernst said. One of the signs will advise the public that access to the lands is permitted. The other will indicate direction and distance to the nearest gate.

In a letter to Interior Secretary Fred Seaton, C. W. McMillan, executive secretary of the American National, said "the program you are contemplating should materially aid in bringing about better relations between those using the public lands for meat production and sportsmen, conservationists and others. We will be happy to assist you folks in practical development of this program."

McMillan pointed to several problems which must be worked out, such as those where public lands are intermingled with private land, the question of access where public lands were reachable only across private lands, and what effect the program will have on rules of conservation and management practices now in force.

### Meat Board's Cooking School Going Into 30th Year

The National Live Stock and Meat Board's annual cooking school is under way. The Board's field staff of especially trained home economists will conduct 64 schools in 30 states as a starter this fall, with additional scheduling yet to be set.

The four-day schools, which draw an average 1,000 housewives each, are sponsored by newspapers and radio stations in the cities where they are conducted.

All the types of red meat are included in the recipes presented during the school. Information is given on garnishing and serving meat dishes and on cookery, selection, care and the latest findings on nutritive values of meat. Each homemaker attending gets one of the Board's cookbooks.

The Board this fall is going into its 30th year of cooking schools.

### Pig Farrowing Expected To Be Up 5% Over 1958

The Crop Reporting Board now estimates the number of sows farrowed and intended to farrow in the fall of 1959 (June through November) at 4,501,000 in 10 Corn Belt states—Ohio, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, South Dakota, Nebraska and Kansas. Observers believe hog expansion is now slowing up.



# RE-SEARCH

## GRASS AND CLOVER

Two grass-and-clover mixtures gave "very satisfactory results" in a three-year beef-production test conducted at the University of Kentucky Experiment Station. A mixture of Kentucky bluegrass and white clover produced \$81 worth of beef per acre and gave an average daily gain of 1.65 pounds. A mixture of smooth bromegrass and Ladino clover produced \$79 worth of beef an acre and gave average daily gains of 1.70 pounds. A mixture of bluegrass and birdfoot trefoil produced \$57.60 worth of beef an acre and averaged 1.46 pounds daily gain.

## PRE-PACKAGING

Central pre-packaging of red meats can be done by the food processor or slaughterer through use of a spoilage-retarding antibiotic, according to Agricultural Scientist F. J. Heyrich with American Cyanamid Company. He reports that recently completed tests indicate antibiotics extend freshness time enough to make such streamlined marketing possible. Use of the company's Acronize would probably find greater acceptance in areas where refrigeration and transportation are relatively inadequate, but it may also prove useful in this country in permitting a rapid aging of beef. Acronize slows the growth rate of organisms which cause spoilage, but it does not kill them.

## SILAGE FEEDING

Results of an Ohio feeding test indicate that proper use of silage can help producers and feeders to reduce costs and handle more cattle, says J. W. Burch, extension livestock specialist at the University of Missouri. In the test, two lots of yearling steers were fed 220 days; one lot got corn silage plus 5 pounds of corn daily, the other was on a full feed of corn. The yearlings on silage gained 2.39 pounds each day at a cost of \$14.33 per cwt. and sold for \$26.74. The others gained 2.42 pounds daily, had a feed cost of \$17.66 and sold for \$27.55. It cost \$3.33 less to produce 100 pounds of beef on the silage-fed cattle but they sold for 81 cents a cwt. less than the cornfed yearlings. Net saving by maximum use of silage was \$2.52 a cwt.

## CROOKED CALVES

The strange case of the crooked calves is being studied at the agricultural experiment station of Washington State University. The birth of crooked calves in many beef herds has been reported ever since livestock records have been kept. In the West the problem occurs most frequently in low-rainfall areas characterized by basalt rock and

soil of volcanic origin. Idaho, Washington and California are rather heavily affected in such areas, and cases have been reported in Montana and Oregon.

Calves affected are born with stiff, curved or crooked necks and backs and permanently bent forelegs caused by contracted tendons. The forelegs are usually bent in sharply at the ankle or knee joint, making it impossible for the calves to stand up. Preliminary studies on the problem to date indicate that it is apparently produced by a nutritional imbalance; researchers are convinced it is not heredity or a disease.

## GRAZING

Total beef production per acre has been found at Colorado State University's eastern Colorado range station to be still highest under heavier grazing rates; but on an individual basis yearling steers on light and moderately stocked pastures are making better gains. But the big question is, how long can we continue to stock at the heavier grazing rates and still maintain our pastures? Under light use eight acres of experimental pasture are allotted to carry one steer through a 160-day grazing period running from May 1 to Oct. 1. Moderate grazing calls for four acres of pasture to carry one steer through the five-months period. Under heavy grazing, two and two-thirds acres are allowed for each steer. The Colorado tests have been in progress on sandhills-type range for five years, and so far, even under heavy grazing, the pastures are holding up but may deteriorate later, according to Dr. Don Hervey.

## PLANT-WATER STUDY

Emphasis on research into methods of managing forest vegetation that would improve conservation of water resources, stability of soil and soil characteristics was advised by members of the USDA's Forestry Research Advisory Committee at its annual meeting in Portland, Ore., some weeks ago. It is already known that the amount of water yielded by watershed to stream seldom exceeds 50 per cent of total precipitation, and the committee sees a need for more detailed knowledge of plant-water relations to reduce this water loss. Also needed: further study into the relationship of plant growth to water supply and soil and climatic characteristics, and the matter of weather and behavior of forest fires. Biological control of forest insects was also seen as one of the needs.

## CUSTOM PLANTS

Discovery of the triggering mechanism for all plant development by USDA scientists has opened the door to further research which may enable man to tailor-make plants for his needs. Result of the discovery of how light controls plant development may result in crops of special heights for better harvesting and flowering of plants at times convenient to man or for better control of plant pests.



## One in a million!

That's an exaggeration, we know, in describing these Connecticut Mutual mortgage men. But they will understand your problems because they've spent many years studying businesses like yours. Call one when you need mortgage money.

### STERLING HEBBARD

Arizona & Western New Mexico  
Tovrea Stockyards Adm. Bldg.  
P.O. Box 2265, Phoenix, Ariz.

### WARD D. ARMSTRONG

California—North, Central, & Western Nevada  
Mason-McDuffie Co., 2102 Shattuck Ave.  
Berkeley 4, Calif.

### EWART W. GOODWIN

California—San Diego, Imperial & Riverside Counties

Percy H. Goodwin Co., Suite 300, First Nat'l. Bldg., San Diego, Calif.

### C. A. SAINT

California—Los Angeles & adj. counties  
R. A. Rowan & Co., 458 So. Spring St.  
Los Angeles 13, Calif.

### HENRY C. HALL

Colorado, Southern Wyoming, Nebraska, Kansas  
Hall & Hall Mortgage Corp.  
408 Zook Bldg., Denver 4, Colo.

### WARREN P. HALL

Central & East Montana, Northern Wyoming  
Hall & Hall, Inc.  
404 North 31st St., Billings, Montana

### D. D. WOOD

N. E. Louisiana, S. E. Arkansas &  
S. W. Mississippi  
Tallulah, Louisiana

### G. A. ROBINSON, JR.

N. E. Arkansas, Northern Mississippi,  
S. E. Missouri, Western Tennessee, Western  
Kentucky & Alabama  
1020 Falls Bldg.  
Memphis, Tennessee

### DONALD A. DRYER

Oregon, Southern Washington  
H. A. Dryer Co., 525 Corbett Bldg.  
Portland, Oregon

### CLARK JENNINGS & ASSOCIATES, INC.

Washington & Northern Idaho  
614 Columbia Bldg., Spokane, Wash. &  
102 North 2nd Street, Yakima, Wash.

### FREDERICK P. CHAMP

Southern Idaho, Utah, Western Wyoming,  
S. W. Montana and Eastern Nevada  
Utah Mortgage Loan Corp., Logan, Utah

### MILLARD G. SCOTT

South Dakota  
345 Dakota Ave., South  
Huron, So. Dakota

### CLAUDE B. HURLBUT

Texas Panhandle, Eastern New Mexico,  
Southeast Colorado  
1521 Texas Ave., Lubbock, Texas

### ROLAND HOWE

North Texas & Southern Oklahoma  
1116 Sinclair Building  
Fort Worth, Texas

### DAVID L. COOK, Inspector

Southwest Division  
1109 Sinclair Building  
Fort Worth, Texas

# DIXIE

## BEEF

MORE TODAY,  
STILL MORE  
TOMORROW

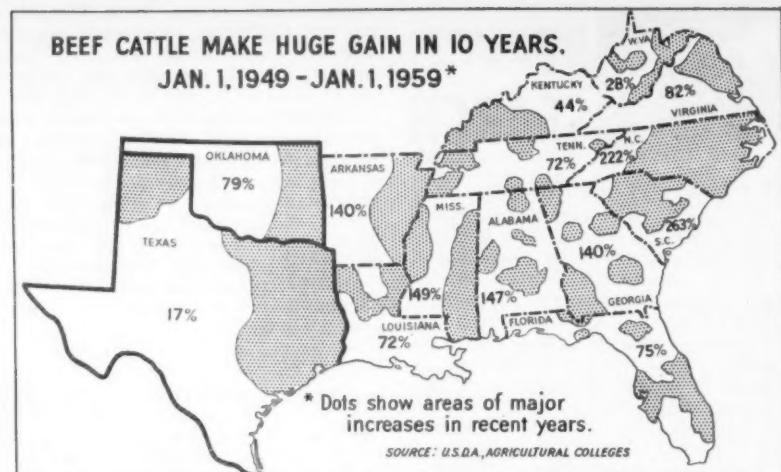
BY CHARLES E. HUGHES  
*Armour's Livestock Bureau*

**A** Midwestern agricultural economist recently said that poultry will be produced where the labor is, hogs where the feed is, and sheep and cattle where the grass is.

Evidently the idea caught hold in the South, judging from the way they've gone into the beef business. However, we have words of reassurance from the vice-president of one of the nation's largest retail food store groups, who said:

"America is on its greatest diet binge of the last quarter-century. Our tip-off on the national battle of the bulge came when the demand for meat, especially beef, shot to astronomically new highs . . . never in all my years in the food business have I seen protein and produce hit the levels they are at today."

These are welcome words to the cattleman who may be wondering what to make of the big cattle expansion the country over, and particularly in the South. The food executive's statement adds to the cattleman's other assurances—that our human population boom



seems destined to roll onward for an undetermined time, and that economists see no signs of a major business downturn in the years ahead.

In shaping up our operations, though, it's well for all of us to know what's happening in the other fellow's pasture, as well as in our own. That's why it would be wise for stockmen in other parts of the country to take a closer look at developments in the South.

**The South**, already the scene of several economic revolutions, is now well on its way with another—a complete metamorphosis in beef production. To a lesser extent, the southwest central states of Texas and Oklahoma likewise are involved.

In the South, a fast-shrinking acreage of cotton, tobacco, cowpeas and several other crops has freed land for new uses. Aside from an increase in woodland, the shift has been mainly to hay and pasture—crops well suited to cattle production and soil improvement.

Statistics reveal a fantastic story of

cattle increase, percentagewise. Beef cattle numbers in southern states, excluding Texas and Oklahoma, have increased 100 per cent during the past 10 years, compared with the U. S. average of 54 per cent. North and South Carolina have shown increases of 222 and 263 per cent, respectively (see map). From a numbers standpoint, Mississippi topped them all with a recent gain of 951,000 head.

The South, excluding Texas and Oklahoma, now has 18 per cent of the beef cattle numbers, compared with 21 per cent for the "cattle states" of the West, and 44 per cent for the Middle West where much of the feeding is done.

Equally astonishing has been the improvement in quality of southern beef cattle. While there's still room for improvement, it's doubtful whether the rankest optimist might have guessed the extent of gains made during the past seven to eight years.

**In Texas**, the production pattern has a different twist. Actually, this state,



Between 4,000 and 5,000 head are fed in this commercial feedlot owned by O. A. Bales, Texline, Texas. Milo, cotton-seed meal, cottonseed hulls and milo bundle feed are the

basic feeds. Steers gain from  $2\frac{1}{4}$  to  $2\frac{1}{2}$  pounds daily on this ration.

just recovering from drouth, has done well to show any increase over cattle numbers of 10 years back. The Texas progress story lies mainly in the large-scale drylot finishing enterprises now flourishing in the areas where comparatively few existed before.

The door is wide open for southern expansion. The population build-up on the Pacific Coast has widened beef outlets, and the feedlots of California and nearby Arizona need more feeders than ever before. To the Corn Belt cattle feeder these Pacific Coast developments bring difficulty in finding the kind of western cattle he wants, and they also mean higher prices. Because of this squeeze, he has been turning more and more to southern sources.

Cattle production is necessarily an extensive agricultural operation. Consequently, it has been limited mainly to farms already large in size, or to other farms which have grown bigger because of acreage additions or combinations of farming units. The exodus of the sharecropper (40 per cent of the total between 1945 and 1955) has helped in this merger of smaller farming units.

Local markets for southern beef are expanding. Although farm population in the South has dropped 37 per cent in 17 years—faster than for any other region—total population in the area has advanced approximately 25 per cent. This means a big increase in town and city population—a vast local market for beef.

The future of agriculture in the South lies in the production of meat animals. For instance, livestock dollar sales in Alabama exceeded row crop sales in 1957 for the first time in history. The same was true in 1958. And in Virginia 60 per cent of the agricultural income is derived from livestock and 40 from crops, whereas these proportions were just the reverse 15 years ago.

Thus we have a thumbnail sketch of the situation. Now let's have a closer look at what lies behind these developments and what they mean to every one of the nation's 176 million people.

**Acreage cuts severe**—Reaching from Virginia across to Texas, acreage allotments for cotton and tobacco have declined for almost two decades. Competition from synthetic fibers, falling per capita consumption of cotton, domestic overproduction and increased world output all have had an effect. As competition for cotton, per capita use of synthetics like nylon, orlon and glass fiber has risen. For tobacco, even the growing popularity of the filter tip has had an effect because there is no tobacco in the tip.

Last year, U. S. cotton acreage was the smallest since 1876. In 10 years (1948-1958) the cotton acreage for the South, including Texas and Oklahoma, has dropped 50 per cent, but the cutback has varied widely among states. The biggest slash has been in Alabama, Georgia and South Carolina, where planted acreage is only one-third of what it was in 1948. Texas plantings still run two-thirds as high. Nearly 5

million acres of the 1958 allotment went into the soil bank.

The effect of cotton acreage reduction has been largely offset by the increased per-acre yields. Production per acre has risen 51 per cent, due largely to heavier rates of fertilizer application.

For tobacco, harvested acreage dropped 30 per cent between 1948 and 1958. However, this was canceled by a 46 per cent jump in yield per acre.

A different class of crops—pasture and hay—has moved in to help fill the gap. The total area in southern pasture land has increased 11 per cent

corn acreage has gone down instead of up—a 44 per cent drop between 1948 and 1958. This has happened even in the face of acreage reductions in cotton and tobacco. The reason—mechanization has lessened the need for "mule feed" on southern farms.

However, thanks to adapted hybrids and heavier use of fertilizers, there has been a spectacular rise in per-acre yield—a 37 per cent increase. Indications are strong that, in the years ahead, corn will make a substantial gain in areas where soil and topography are congenial. Already, the value of the corn



A good mother giving milk for a thrifty calf.

in 10 years (1945-55) and 27 per cent in 20 years. Hay production has gone up 13 and 50 per cent for the same time intervals, respectively. Cattle represent virtually the sole outlet for these crops in most parts of the South.

**Feed grains, too**—certain feed grains also are on the upswing. In 10 years (1948-58), grain sorghum production has shot up 65 per cent in the South, including Texas and Oklahoma. In Arkansas, Louisiana and North Carolina, acreage has multiplied from 5 to 20 times. States like Georgia, Kentucky, Mississippi, Tennessee and Virginia are growing sizeable acreages today, ranging from 10,000 to 59,000 acres, whereas 10 years ago none was reported.

Soybean acreage for beans (as contrasted to hay) has been climbing rather steadily, with a four-fold increase in 10 years. In 1958, Arkansas ranked sixth in the nation as a soybean producer. Cowpea production, on the other hand, has shown a steady decline.

Contrary to a common impression,

crop in Georgia for the last two years has topped the value of the cotton crop.

In the South, cattle production has taken two routes. The major direction has been the production of stocker and feeder cattle for the Corn Belt and for regions farther west. During the past year, Corn Belt cattle feeders literally "invaded" the South in search of cattle, and Texas siphoned off a tremendous share to rebuild herds decimated by the prolonged drouth of the early 50's.

The second route for native southern cattle has been to local feeding for slaughter. Most of the feedlot finishing is done by larger-than-average farmers who have the necessary feed to carry them through to slaughter condition. An increasingly larger volume of finishing is being done by commercial and independent feedlots which are springing up here and there.

**Texas goes another way**—The Texas pattern is somewhat different. The southern and eastern parts of the state are devoted largely to production of slaughter calves, with many of them carrying quite a mixture of breeding.

# "I BLEW MY TOP when he suggested tranquilizers!"



"BUT, when I tested DIQUEL on weanlings and saved a whopping \$538.50, I cooled off in a hurry!"

Here are the results of DIQUEL weaning tests as conducted by Mr. Perry Lewis, Crawfordsville, Indiana.

On April 30, fifty-six Charolais-Herford crossbred calves weighing a total of 22,345 lbs. (average 399 lbs. per head) were each treated with 3 cc. DIQUEL.

On May 6, these DIQUELized calves were weighed again and showed an average gain of 12 lbs. per head for six days . . . a 12 lb. gain instead of the usual 20 lb. loss every cattleman expects at weaning time! Mr. Lewis estimated the net gain made possible with DIQUEL amounted to \$538.50 or an eye-opening \$9.62 per head!

#### WHAT IT IS:

DIQUEL (pronounced di-kwēl) is a proved superior tranquilizer produced specifically for animals. It is a safe, approved veterinary product, that reduces stress, strain and emotional upset in animals. DIQUEL is not to be confused with or compared to "repackaged" human tranquilizers or low-level feed additives. DIQUEL IS Definitely Different!

#### WHAT IT DOES:

Because DIQUELized cattle are contented, calm without fear or worry, you get these benefits:

1. Greatly reduces stress in cattle when weaning, branding, dehorning, castrating, vaccinating, breeding!
2. Cattle adjust immediately to new surroundings . . . there's no moping, bawling, or fence walking!

3. Cattle go right on feed and water . . . gain weight faster for earlier marketing!
4. Disease incidence in shipping is strikingly reduced . . . cattle are happier, have more endurance!
5. Cattle load, unload, ship and handle far easier with much fewer "nervous" setbacks!
6. Shipping weight losses are reduced up to 50%.
7. Treatment of cattle is low in cost . . . insignificant when measured against the extra dollars of profit realized!

#### HOW TO GET IT:

You'll never know how much DIQUEL can do for you until you run your own test. DIQUEL is available only through licensed Veterinarians. Consult with your veterinarian, approved procedures and dosages of DIQUEL. Test DIQUEL and see the difference!

Increasing  
your profits  
professionally

ANOTHER ORIGINAL

**Jen-Sal**

PRODUCT

# DIQUEL

WRITE FOR CASE HISTORY REPORTS • JEN-SAL BOX 167 • KANSAS CITY, MO.

ANIMAL TRANQUILIZER

The northern and western parts of the state produce largely stocker and feeder cattle, which are of somewhat higher quality.

The important development in Texas has been the change in ways of handling. Local production of feed grains for finishing has been a prime factor.

As in southern states farther east, much of the cattle feeding in Texas is done on a big scale. This is in sharp contrast with the Corn Belt, where a drive down many a country road will find countless farms with 40 to 50 up to 100 head in the feedlot. Two major areas, the Panhandle and West Texas, have shown an expansion.

In the Texas Panhandle, the discovery that milo would produce so much feed per acre, and that cattle eating this

grain would make such efficient gains, lent impetus to large-scale feeding. Proportionately more cattle today are being fed locally in drylot rather than going to slaughter right off grass or moving to other parts of the country, for finishing.

Cattle for commercial feeding are procured from local ranches and also from East Texas or other supply areas.

On the high plateau land of the Texas Panhandle, and as far south as Lubbock, milo is grown on a big scale, commonly running into hundreds of acres or even a section or more in a single field. Dry land in the Panhandle over a period of years will average 800 pounds of milo per acre, or a shelled corn equivalent of 15 bushels. Since milo has between 92 and 93 per

cent of the feed value of corn, an 800-pound yield would have a nutritive value equivalent to 14 bushels of corn.

On irrigated crop land, up to 5,000 pounds of milo are produced per acre, although the long-time average would be more nearly 3,500 pounds. A 3,500-pound yield has a nutritive equivalent of 58 bushels of corn.

Just 100 miles or so to the south, in the Lubbock-Plainview territory, the discovery of underground water boomed the development of irrigation with deep wells, running from 80 to 120 feet in depth. This, in turn, has encouraged milo production and cattle feeding. Cottonseed hulls provide a cheap source of roughage.

(To Be Continued)

## Wilderness Legislation Reviewed

By ROY W. LILLEY

**Wilderness bills** have been placed in the legislative hoppers in Washington, D. C., for a good many years. However, the first one to receive very serious consideration was S. 1176. Hearings on that bill were held in June 1957 in Washington.

The hearings were not given very wide publicity and provided a nice opportunity for the proponents of the wilderness philosophy to have a book printed at government expense. But in spite of the limited publicity of these early hearings, the American National Cattlemen's Association and other cattlemen's organizations and quite a few other western interests filed statements in opposition at that time.

In 1958, S. 4028—essentially the same bill as S. 1176—was introduced. At the insistence of those in the West, hear-

ings were scheduled in November for Bend, Ore.; San Francisco, Salt Lake City, and Albuquerque, N. M.

At these western hearings, a great deal of opposition was generated, and the same conservation and sportsmen's groups again testified in favor of the legislation. In addition to nearly all of the natural resource users of the West, such as the forestry people, mining people, cattlemen, sheep raisers and various others, the people interested in the development of our water resources both for industrial and agriculture use as well as domestic use for our growing cities, and the groups representing local, governmental agencies whose tax base would be affected by the removal of lands from the tax rolls, (earlier bills called for large wilderness areas) testified against this legislation. The state

legislators of the majority of the western states passed memorials opposing the legislation. All in all, the opposition that developed was tremendous.

After the tremendous pressures behind the wilderness bill as indicated at the hearings in 1957 became evident, the resource users of the West became very much aware of the fact that they had a fight on their hands. When the hearings on S. 4028 were scheduled in 1958, Radford Hall, the late executive secretary of the American National, and Bill Hagenstein, executive vice-president of the Western Forestry Association, set up a meeting of natural resource users to plan strategy to combat this dangerous legislation.

This group met in Denver last October, and every natural resource using interest in the West was repre-



sented. The group was unanimously united in its opposition to the legislation and agreed to cooperate in disseminating information out to the grass roots concerning it. We feel that it was largely due to the cooperative efforts of these diverse interests that no action was taken on S. 4028 in the 85th Congress.

Shortly after the 86th Congress convened early in 1959, a new wilderness bill S. 1123, was introduced. The basic differences between S. 1123 and the bill of the previous year are that the latter (1) allowed 20 years for automatic inclusion into the wilderness system of certain areas not reclassified, instead of 10 years; (2) placed Indian lands into the system upon recommendation or consent of tribes instead of upon consultation with; (3) allowed the secretary of agriculture instead of the President to authorize insect and disease control measures on the national forests. Other changes besides removing objectional words such as "automatically" and "paramount," though the meaning was unchanged, consisted mostly of refinements in language and sequence of provisions. The legislation still appeared to be poor public policy, giving preferential treatment to one public land use not accorded the others.

Rather than get involved in nit-picking at minor word changes in the legislation, the American National decided to go on record as being still opposed to this legislation, the same as the year before, on the basis of two points: (1) S. 1123 would give undue legislative recognition to one phase of the many potential uses of our public lands, and (2) the bill as written provided for a wilderness council which amounted to nothing more than a built-in lobby for further inroads by wilderness proponents.

**Hearings** on this legislation were held in March and April in Seattle Wash. and Phoenix, Ariz. Nearly all the groups that had testified for the legislation the year before again testified for this, and those who opposed it continued to do so.

In July, Senator Jackson of Wash-

ton proposed amendments to S. 1123 that made several significant changes in it. The main things that the amendment would have done would be to provide for congressional review of any administrative action on wilderness areas, eliminated the Indian tribal lands and, probably most important of all, deleted completely the wilderness preservation council. It also said grazing "may be continued" where established, as did some of the earlier bills.

Even though the proponents of this bill indicated that they weren't completely happy with the Jackson amendments, it appeared that they would be willing to accept them in order to get legislation passed.

The Senate Interior and Insular Affairs Committee finally decided to consider the wilderness bill in the form of the Jackson amendment on Aug. 14 and on the afternoon of Aug. 13 Senator Gordon Allott proposed further amendments. These amendments completely removed the word "system" from the bill and were worded in such a way as simply to recognize established national wilderness areas. These areas could only be designated by act of Congress upon the recommendation of the secretary of agriculture.

These amendments appear to have removed the self-perpetuating and dangerous expansion features of earlier bills. Of particular interest is the amendment under special provisions where the bill is changed to read that "grazing and the use of aircraft where already established shall be permitted to continue (rather than may be permitted to continue) under similar regulations as are generally applicable to the administration of Forest Service lands."

If this law were passed, grazing would have to be allowed in wilderness areas to the same degree that it is allowed on any national forest lands, and only when all cattle are off the national forest would they necessarily be off wilderness areas.

Evidently this latest amendment as presented by Senator Allott was not acceptable to the wilderness proponents, because Howard Zahniser, the executive secretary of the Wilderness Society

and actual author of the original bill, sent a telegram to all members of the Senate Interior and Insular Affairs Committee urging them not to endorse this latest substitute.

At any rate, since the amendment was made available to the committee on the night of Aug. 13 and the committee held hearings on the 14th and 18th and no action was forthcoming, it appeared to be the final blow in heading off any possibility of enactment during the first session of the 86th Congress.

As can be seen, the wilderness bill has come a long way from its original form. In fact, the proponents of the bill had to make so many concessions that some sources tell us they are looking for other alternatives to achieve the same means of shutting off large areas of land for the use of a few. It has finally reached such a point that even if we are able to continue to head off specific legislation of the nature discussed we must start considering other alternatives that might develop.

For instance, it appears that many wilderness enthusiasts would just as soon see large areas made into national parks, and I imagine the Park Service would be willing to increase its kingdom.

**At least** we know that there are cattle grazing on a good many of the wilderness areas, but there are to my knowledge no cattle anywhere in a national park nor is there much hope that there ever might be. If we head off enactment of wilderness area legislation only to have large chunks of these same areas turned into national parks, we have won a battle and lost a war.

S. 1123 and its various amendments are still in the hopper and will undoubtedly receive some sort of attention in the next session of Congress; and, as I mentioned, various alternatives to the wilderness bill may be tried out.

A serious obstacle to the development of our part of the country has risen. We have met it head on and so far have quite successfully coped with it. . . . Now the problem is, Where do we go from here?



heavy culling seems to be continuing."

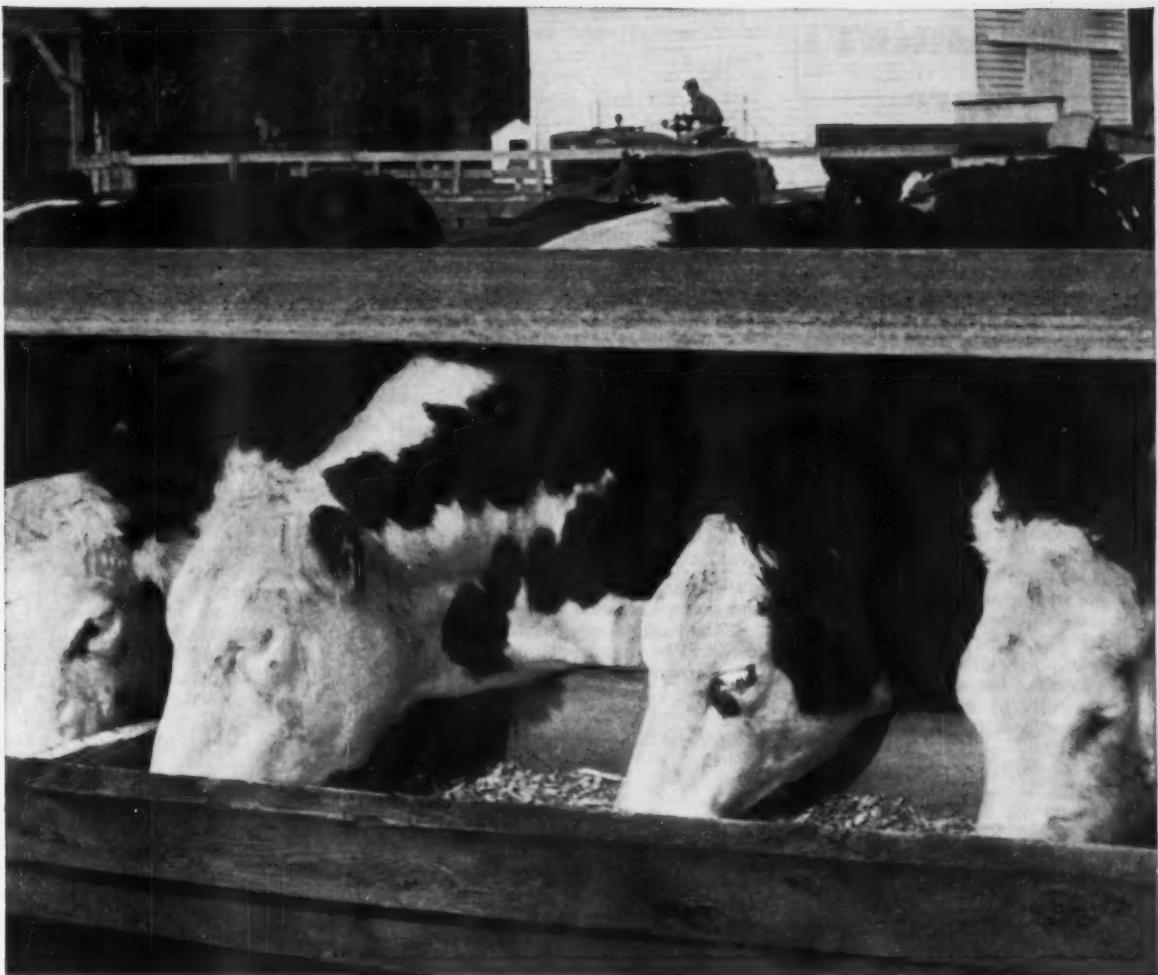
Kriesel says the reduction is also the result of farmers adjusting to the technological advances, including increased milk output per cow, and to the slight falling off in per capita demand for some milk products.

But at the same time, indications are that the average herd size is rising.

In the past year, milk cow numbers declined in all regions of the country except the West, where they gained a half per cent. In the past 15 years the largest drops have been in the west north central and south central states.

## Unique 'Stone Age Diet' Told by Explorer's Wife

The wife of the famous explorer Vilhjalmur Stefansson expounds in the September issue of Coronet Magazine on his "amazing 'Stone Age' meat diet." He learned it by spending 10 winters and many summers in the Arctic, mostly among the Eskimos. According to the story, the Stefanssons retain good health and a stable weight by living on meat (including poultry and fish) and doing their best to avoid all carbohydrates. They favor foods containing fat, on the theory that fat takes longer to digest than carbohydrates and it "stays with you" longer; with fat, "when you have had enough, you have no desire for any more" and so do not overeat.



### **Aureomycin in feed lot rations**

## **44 extra lbs. per head 10% saving in feed**

These are the average figures shown in a series of controlled experiments with AUREOMYCIN in the rations of feeder cattle.

You can get similar results with your cattle this fall and winter. *Do this from the start:* Put your cattle on feeds that provide the recommended 70 milligrams of AUREOMYCIN® per head per day. This will protect against respiratory infections, bacterial diarrhea, foot rot

and liver abscesses—get animals on full feed *fast!*

AUREOMYCIN helps increase average daily gains up to 16% *every day* your cattle are on feed. You cut feed costs—send cattle to market with the “bloom” buyers prefer.

Ask your feed manufacturer or feed mixer for feeds containing the recommended amount of AUREOMYCIN. Feed continuously. For groups of cattle that undergo ex-

treme stress due to shipping and weather conditions, your feed manufacturer will advise you to use the higher level AUREOMYCIN stress program. American Cyanamid Company, Agricultural Division, New York 20, N. Y.



©AUREOMYCIN is American Cyanamid Company's trademark for chlortetracycline.

## The MARKET Picture

**Lower prices** were generally the rule in most all classes of cattle during the past month. The only exception to this was feedlot steers well up in the choice grade or prime, which held pretty close to steady. The result was a widening out of the price spread, standard and good to low choice grades turning fully 50 cents to \$1 lower. Heifers took a decline of \$1 to \$1.50.

In addition to fairly liberal supplies of grainfed cattle for so late in the season, hog and lamb marketings were building up late in September to swell consumer meat supplies. Hog slaughter was running 10 to 15 per cent above a year ago, while lamb slaughter was up 25 to 35 per cent. Both hog and sheep prices dropped to a new season low.

Cows broke fully \$1 late in September as the supply was running considerably above the extremely short run of a year ago. Stockers and feeders, after holding up well all season, finally felt the effects of lower fat cattle prices and broke fully \$1, some of the light stock steers of medium to good quality off at least \$2.

The only exception to the general decline was a small volume of light-weight short yearling steers weighing around the 500 pound mark. Even stock calves were weak to \$1 lower, with some sales of heavy, fleshy calves, carrying too much bloom for most buyers, off \$2 or more.

In addition to the weakness in fat cattle, part of the decline in light-weight stock cattle was traced to the fact that some growers in the northern Plains where moisture has been short were delivering these light stocker cattle earlier than normal due to short feed, and ahead of the usual time when most buyers want to take this "turn-out" type of cattle.

**Recent rains** over a considerable part of the western Corn Belt, and northern Plains were expected to improve feed conditions, although the moisture was probably too late in some parts of the northern Plains to be of any great benefit for the current season.

With the pick-up in cattle slaughter over recent weeks, it seemed likely that the backlog of grainfed cattle, expected to be marketed in July, August and September, and which did not show up in July and August, might be expected to hit in late September and October. Supplies of stocker and feeder cattle not already tied up on contract were reported to be considerably larger than a year ago, due to a slower pace of advance buying through the summer months. This would tend to lend weakness rather than strength to stock cattle prices. On the other hand, the bumper crop of feed produced in the Corn Belt this year, the corn crop practically made, along with recent heavy rains in the wheat pasture areas were bullish factors in the picture.

**Volume** of stock calves moving was still rather light, so that contracts made for October and November delivery represented more volume than those moving on a current delivery basis. Good and choice steer calves sold in a rather wide price range of \$28 to \$36, a few reaching \$37 to \$37.25 both at market points and in the country. The latter price included steer calves weighing up to 400 pounds. However, bulk selling actually narrowed down to a closer spread of \$31 to \$34, the latter price paid quite freely. Sales in the low end of the price range at \$28 to \$30 often represented heavy, fleshy calves scaling above the 50-pound mark, which, from the standpoint of a feeder, were less desirable to finish out than a yearling steer of the same weight with much less flesh.

Good and choice heifer calves also had a rather wide price range of \$26 to \$33.50, quite a few sales in a spread of \$30 to \$32. Those in the \$26 to \$28 price range often included heavy fleshy calves weighing up close to the 500-pound mark. Very little trade was reported on stock cows.—C.W.

## Livestock Exchange Officials Seek Education Tie-in

Expanded activities in the field of marketing education have been proposed by the National Livestock Exchange following an industry-wide meeting in Kansas City with representatives of the nation's land grant colleges and terminal market officials. The expansion is expected to come in the areas of marketing research, clinics, improved market reporting and in a broad program aimed at making greater use of college men at terminal livestock centers.



(Cont. fr. P. 2)

Our labor and overhead are allowed to go sky-high. That's O.K. too. But we are forced to compete with dirt-cheap foreign labor and overhead. We'd better do something and fast. There must be some way to inject some horse sense into those in Washington. You cannot maintain the economy of a nation and foolishly let one major industry go on the rocks. That's plain rocks in the head. What are we paying Ezra for? (Print this if you like. A few more enemies can't hurt me. I might make a friend, the greatest asset on earth.)—Robert Truby, Aztec, N. M.

\* \* \*

### HAVE CATTLE, WILL ADVERTISE

—Inasmuch as you have a large circulation and we are in the business of raising the new breed, Brangus cattle, and presently are in a position to start quoting these cattle, it would seem we should do some advertising. If all your members read your monthly issues from cover to cover as this writer does, I am sure a lot of people will see them.—Floyd E. Newcomer, Yuma Valley Cattle Co., Yuma, Ariz.

\* \* \*

**FROM MONTANA** — Last week it rained — after an awful 14-month drouth this year.

I hope the grass grows green enough this fall for my cattle to graze before wintertime. I am busy seeding wheat after the good rain I waited so long for. Cattle are pretty good. Sold my calves for 34 and 36 cents at 500 pounds. Will ship by Oct. 15. They are Herefords (mixed calves). Next year I will be a Black cattleman (Angus).—Roy Tuggle, Pryor, Mont.

\* \* \*

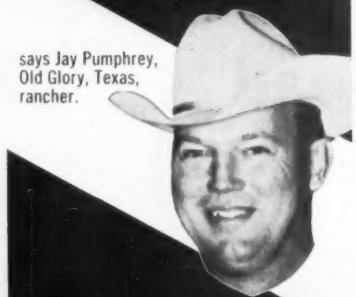
**ALL'S WELL**—A great magazine... Grass looks good.—Miss Anne Ciha, Dickinson, N. D.

### CONVENTION REMINDER

Don't forget to get your convention reservation requests in! Send them to Housing Bureau, Dallas Chamber of Commerce, 1101 Commerce St., Dallas 2, Tex. The dates, of course, are Jan. 28-30, 1960.

**CUTTER'S**  
*my choice for*  
**strong Blackleg**  
**protection... ’99**

says Jay Pumphrey,  
Old Glory, Texas,  
rancher.



#### BLACKLEGOL® "S-HS"

ONE PRODUCT GETS ALL 3  
BLACKLEG  
MALIGNANT EDEMA  
seasonal resistance against  
SHIPPING FEVER

#### BLACKLEGOL® "S"

gives double protection against BLACKLEG,  
MALIGNANT EDEMA • both are ALHYDROX®  
FORTIFIED to help build long-lasting peak immunities.



CUTTER LABORATORIES  
BERKELEY, CALIFORNIA

# THE PUBLIC . . . AND YOU

BY  
LYLE LUGGETT

Frequently companies or organizations can team up or take advantage of a program of general interest to improve their public relations at little cost but with big results.

An excellent example of the "participating" campaigns is that of the new emphasis (because of the more attractive interest rates) on the sales of U. S. Savings Bonds. Sale of bonds and the cow business seem far apart, but Ralph Miracle, dynamic secretary of the Montana Stockgrowers Association, found a way to aid bond sales and promote his own association.

He devised a special campaign around the thought of "sell an extra cow, buy a Bond—help your nation, your industry and yourself." This theme was drawn around the need for the industry to slow expansion and to put something aside for future expansion when it is needed.

Ralph took the idea to Montana officials of the Savings Bond program who immediately went to work on posters, special leaflets and other promotional items and efforts. This month all over Montana banks, sales yards and other agencies are displaying the posters and are mailing the leaflets to their lists of customers. From his simple idea has sprung a logical, effective campaign which will undoubtedly spread to other cattle states.

A second program is that of Farm-City Week, Nov. 20-26. This is the fifth year for this "formal" recognition of the inter-relationship of rural and city people. In many areas, cattle organizations are taking the lead in developing worthwhile programs. In others, nothing is being done, or other organizations, by default, are capturing the leadership—and the headlines—which could rightfully come to the cattle industry.

Third activity which should have more cattle organization participation is the annual Freedoms Foundation Awards program. Many groups are regularly carrying on programs which fit into the broad pattern of focusing attention on the basic principles of citizenship and Americanism, and should, by simply entering a description of these activities, bring new and well-deserved recognition to themselves and the industry. This office has nominating forms.

A fourth program this fall is the contest of the American National Cow-Belles to find the outstanding public relations programs of the industry. Deadline for entry is Nov. 15. Several noted public relations experts are to judge, and the winning group will be honored at the Dallas convention. Mrs. John Harting, Pomeroy, Wash., is contest chairman and has further information for you.

## "Youthpower" Is Theme Of Teen-ager Food Program

The National Food Conference has urged all food and allied groups to tie in with the teen-age nutrition education program which began in the nation's high schools with the start of the school year. A "Youthpower" emblem, incorporating the "Food Comes First" theme, has been developed for use by all food industry organizations cooperating in the project.

## Food Is Basis For 1959 Ag Yearbook

The USDA last month published its 1959 Yearbook of Agriculture, the 110th in a series of annual volumes. It is titled "Food" and is packed with information on how to eat better at lower cost. Its 736 pages make up 65 chapters and there are 36 pages of simple recipes that further the main theme, "For good health, eat some of the basic foods every day." It is a thorough exploration of the subject of food and everything connected with it. Copies are available at \$2.25 each from the Superintendent of Documents, Washington 25, D. C.

**SELL EXTRA BONDS  
AND BUY  
U.S. SAVINGS BONDS**



This is the poster, pioneered in Montana, which will have wide distribution through cow country this fall. Furnished by the U. S. Savings Bond Division of the Treasury Department to cattle organizations, banks or other institutions, it is part of a campaign to focus new attention on the bonds which now carry a higher interest rate. At 3 1/4 per cent interest, the E and H bonds offer attractive investment potential—and the campaign helps focus attention on the beef cattle industry's need for caution in herd expansion over coming months and for "rainy-day" savings.

## Cow Pony Corral

By Roy Lilley



Roy Lilley

Because it's October—and that means hunting season—I've got to figure out some way to tie this column to my favorite hobby.

In the first place, it is obvious that hunting deer or elk would be a lot less fun without the services of a horse to pack you in and your game out. Also, a mountain horse is better at spotting game than the average hunter (especially a nearsighted one like yours truly).

There are a few problems that occasionally occur when you're hunting on horseback, however. I once owned a gelding that was the most lonesome thing you ever saw. If you weren't with another horse or two, Rex was liable to get homesick and start whinnying at any moment, preferably just before you came over a ridge that brought the next likely hillside into view.

However, not all horses are uncooperative. I remember one time when I got a fairly big buck a long way from any help. My joy over such luck was short-lived when I thought about getting the thing on my horse. The buck was lying on a steep side-hill and I finally maneuvered old Zephyr under a ledge in a gully, dragged the buck downhill to this ledge and right over onto my patient and understanding horse.

Still another horse pulled the goofiest trick yet. I had been hunting on foot and shot a little buck a couple of miles from the ranch. I dressed him out late in the afternoon and walked back home. The next morning I saddled a young gelding and rode back to the deer. The colt didn't see the carcass until I was right up on it, and then when he did he snorted and started to buck. After finally getting his head pulled up I led him up to the deer, hoisted it up on his back and tied it on with the stirrups and saddle strings. I led the colt (with the deer perched precariously on the saddle) back to the ranch, and he never so much as looked back at it.

I'm inclined to believe that in spite of their patience most horses don't share my enthusiasm for buck hunting. In fact, I sometimes wonder if they aren't in cahoots with the deer!

Average cost of collecting and disseminating market news by states was 5 cents per \$1,000 in cash receipts in 1958; USDA expenditure for market news during 1958 average 12 cents per thousand.

## ASSOCIATION Notes

The third quarterly meeting of the **New Mexico** Cattle Growers Association was held recently at Farmington, where some 300 cattle growers and families from all parts of the state gathered. President Floyd W. Lee of San Mateo spoke of the great increase in importations of lamb and mutton (550 per cent) and of beef (140 per cent.). He recommended that the American National Cattlemen's Association and the National Wool Growers study the possibility of employing a research institute to ascertain how much effect these imports are having on the price of livestock in this country.

The cattlemen adopted a resolution opposing any regulation by any government agency, including the Packers and Stockyards Administration, establishing and enforcing rules of sale on cattle not in public stockyards or in posted markets.

• • •

An editorial in the current issue of the **Florida** Cattlemen reflects the critical attitude of the stockmen in that state toward the test and slaughter approach to brucellosis eradication, which they regard as ineffective and more expensive to cattle owners than the disease warrants. The editorial protests action of the USDA's disease eradication branch in taking all of a Congress-dictated \$5 million appropriation cut at the expense of the vaccination program for Bang's while leaving personnel intact for a vaccination program.

The Florida cattlemen will hold their annual convention at Silver Springs Oct. 27-29. Headline speakers for the meeting will include C. W. McMillan, executive secretary of the American National Cattlemen's Association.

• • •

Cattle rustling is nearing a 20th century peak, according to Chas. A. Stewart, general manager of **Texas and Southwestern** Cattle Raisers Association. He reported to a directors' meeting that 75 theft cases have been tried this year. Association Attorney Judge Joe J. Montague said that in one county investigation it was revealed that members of one ring of rustlers were stealing from each other.

Attorney Montague said that the association's status as official brand inspection agency for the state remains unchanged. This status was attacked earlier this year by a group of auction operators, and a hearing was held by the USDA in Fort Worth. Judge Montague said the examiner probably would not be able to render an opinion before December or January and that the association is continuing to render brand inspection service.

Dr. R. J. Anderson of USDA's animal eradication division told the directors that "where the incidence of the infection is high, the vaccination program has many advantages over other methods of brucellosis control."

In New Mexico, a state-wide meat promotion organization has been set up in cooperation with the National Live Stock and Meat Board; it will help supervise beef, lamb and pork publicity in the state. A vice president of the **New Mexico** Cattle Growers Association, J. L. Davis of Cimarron, has been elected chairman of the New Mexico Meat Industry Committee of the Meat Board. The organization includes representatives from meat retailers, meat packers, stockyards, wool growers and extension service, as well as the cattlemen, restaurant and Farm Bureau groups. Activities will be financed by a voluntary deduction of 2 cents per head on cattle,  $\frac{1}{2}$  cents on sheep and  $\frac{1}{2}$  cents on hogs at market. The funds are then matched by the American Meat Institute.

• • •

In a Sept. 16 meeting at Oklahoma City, directors of the **Oklahoma** Cattlemen's Association took up a proposed new state grading law which would make it compulsory for all processors to have either state or federal grades on all meats or that portions not graded be marked "ungraded." The cattlemen adopted a resolution vigorously opposing the proposed law. Under the present system for processing and distribution, meat processors request government grading where needed and otherwise use "house trade names" to indicate quality and desirability of each item sold.

## Special Trains

Special Burlington trains to take care of the fall run of livestock from Wyoming, Montana, and Nebraska points to markets and feedlot stations are:

**YELLOWSTONE LIVESTOCK EXPRESS** leaves Laurel 8:00 PM, Billings 10:00 PM, daily except Saturday and Sunday, picking up stock at Sheridan, Gillette, Edgemont and Alliance.

**WYOMING LIVESTOCK EXPRESS** operates Thursdays only, leaving Sheridan at 10:00 PM, serving Arno, Verona, Clearmont, Kendrick, Arvada, Echeta, Gillette, Rozet, Moorcroft, Kara, Upton, Osage, Newcastle, Dewey and Edgemont.

**BELLE FOURCHE LIVESTOCK EXPRESS** leaves Sheridan, Wyoming at 5:30 PM Fridays only, serving Arno, Verona, Clearmont, Kendrick, Arvada, Echeta, Gillette, Edgemont and Alliance.

**BOX BUTTE LIVESTOCK EXPRESS** operates Fridays only, leaving Alliance at 10:00 PM, arriving Lincoln at 10:00 AM next day, making connections with trains to the South and East.

**NORTH PLATTE VALLEY LIVESTOCK EXPRESS** operates daily except Monday, leaving Torrington at 9:30 AM, picking up stock at Henry, Morrill, Mitchell, Scottsbluff, Minatare and Bayard.

**SAND HILLS LIVESTOCK EXPRESS**, Fridays, Saturdays and Sundays, leaves Alliance at 11:30 AM, serving Antioch, Lakeside, Ellsworth, Bingham, Ashby, Hyannis, Whitman, Hecla, Mulien and Seneca.

**MIDDLE LOUP LIVESTOCK EXPRESS** operates Fridays, Saturdays and Sundays only, leaving Thedford, Nebraska at 6:00 PM, serving Halsey, Dunning, Linscott, Anselmo, Merrin, Broken Bow, Berwyn, Ansley, Litchfield, Hazard and Ravenna.

**ROCKY MOUNTAIN LIVESTOCK EXPRESS** operates daily, leaving Alliance at 1:30 AM, serving Bridgeport, Sidney, Sterling and Brush, connecting with trains both to the East and West.

**POWDER RIVER LIVESTOCK EXPRESS**, on Fridays only, leaves Bonneville 2:00 PM, and picks up stock at Lysite, Armito, Powder River, Bucknum, Bishop, Casper, Glenrock, Carey, Orpha, Morton, Douglas, Glendo and Guernsey. In addition, livestock will also be handled daily on regular freight train from the Big Horn Basin for second day arrival in Lincoln.

## PROMOTION Notes

A recipe contest "for Texans by Texans" has been announced by the **Texas** Beef Council. President W. T. Bonner says the wives and daughters of 4,000 cattlemen-members of the council are asked to enter their favorite recipes which combine an economy cut of beef with specific Texas-produced food products. Manufacturers and producers of other food products have been invited to participate in the event.

• • •

The state brand board of Idaho has approved plans for a campaign to promote beef through voluntary financing, with cattlemen asked to contribute 5 cents per animal sold. The program was authorized by the 1959 legislature. The chairman of the promotion committee of the **Idaho** Cattlemen's Association, Curtis Eaton of Twin Falls, states that all contributed fund will be used for beef promotion; administrative expenses will be assumed by the board and the association. Two cents of the five will go to the National Live Stock and Meat Board, 3 cents will remain in the state.



Carl Garrison, vice-chairman of the California Beef Council, is shown stashing away a fresh batch of "Steak Certificates" with Bank of America guard Frank Flores for safekeeping. The certificates are a new concept in meat merchandising which for the first time allow beef producers to give their own product without worry about spoilage or shipping problems. Businessmen and others who give many gifts at Christmas buy the gift certificates in denominations of \$2.50 each from the council; they are then given to friends, employees and customers and the recipients can "cash" them at any food store of their choice.

## FOREIGN Notes

The United States imported a half billion pounds worth of livestock, meat and meat products in 1958. This was 78 per cent above 1957 imports and 97 per cent above 1951-55 averages. Record imports of meat and cattle highlighted this rise. Exports, at a little more than a quarter of a billion dollars, declined 25 per cent from 1957 levels but rose 9 per cent from the 1951-55 average. These changes moved the U. S. from a net exporter of \$93 million of livestock, meat and meat products in 1957 to that of a net importer of \$225 million worth in 1958.

\* \* \*

An item from Johannesburg, South Africa, says that South Africa is going to have recurrent beef shortages in future years. Cattle numbers have averaged about 11,700,000 head for the past dozen years and "never can rise above 15 million head because of insufficient rainfall in production areas." At the same time, living standards are rising and demand for meat is climbing. It does not seem likely though, says the release, that South Africa will ever be short of mutton or pork.

Heavy slaughter is credited with cutting Australian cattle numbers. Cattle there on Mar. 1, 1959, were estimated at 16,277,000 head, about 4 per cent below the same date in 1958. This marked the second consecutive year that Australian numbers have declined. Sheep numbers, however, rose to 152,686,000 head, about 2 per cent above 1958.

\* \* \*

The Foreign Agricultural Service of USDA reports that "Sydney housewives are being urged to stage a consumer strike by not buying beef." High prices of beef are attributed to a seasonal decline in supplies and abnormal shipments to the United States.

\* \* \*

The New Zealand government has received proposals for the shipment of several thousand head of live cattle and some live sheep to the United States and the Philippines. Several American companies are among those submitting proposals. James Delfino, a cattleman from California, received permission from the New Zealand government last year to export up to 10,000 head of live cattle. However, only one relatively small shipment has been made to date.

## Agriculture Census Takers On Their Rounds Oct. & Nov.

Questions asked in the October-November Census of Agriculture are intended to get information on the following, plus many other things: The number of farms and other places on which agricultural operations are conducted; the amount of land and the ways in which it is used to provide food and fiber; the acreage of all the crops and the number of livestock produced; the quantities produced and the sales of many different farm products; the kind of machinery and equipment used, and the number of people working on farms, hours worked and rates of pay.

This fall the Census Bureau will use a new definition of a farm: It must have 10 or more acres with agricultural sales of \$50 or more per year; or, if less than 10 acres, it must have minimum sales of \$250 a year.

## Small Business Committee Holding Hearings in West

The House small business committee on food distribution, which held hearings in midsummer in Washington, D. C., resumed its inquiry Oct. 8-10 in San Francisco and will hold hearings Nov. 2-3 in Denver, where it will look into practices in livestock marketing, feeding, processing and merchandising. Scheduled for Nov. 4-10 is a hearing in San Francisco and on Nov. 12-13 in Los Angeles. Final hearing is back in Washington Dec. 8-12. Congressman James Roosevelt is subcommittee chairman.

## Auction Market Industry To Host Meat Board Group

The 32 board of director members of the National Live Stock and Meat Board will hold their calendar year-end meeting as guests of the Nebraska Livestock Auction Association and the National Association of Livestock Auction markets when they meet in Norfolk, Nebr., Nov. 17.

## CCC Support Investment Stands at \$8,648,779,000

As of June 30, 1959, the Commodity Credit Corporation investment in price support programs amounted to \$8,648,779,000. Loans outstanding accounted for \$2,448,512,000 of the total and the cost value of inventories, \$6,200,267,000. On June 30, 1958, the investment was \$7,029,695,000, of which loans outstanding were \$1,574,755,000 and inventories \$5,454,940,000.

## Livestock Dealers Form Assn., Elect Coloradan President

C. F. Augustine of Lamar, Colo., has been named president of the National Livestock Dealers Association, organized last month in a meeting at Kansas City, Mo. Other officers are M. L. Angevine, Geneseo, Ill., vice-president, and George Brington, Monmouth, Ill., secretary-treasurer.



The Japanese hide study team, visiting the United States to study further uses of U. S. hides in Japan, poses on the steps of the American National building during a stopover in Denver. From left (front row): Shigeru Okamoto, president of the Japanese Hide and Leather Industry Association and member of the lower house of the Diet; Toyoosuke Kiuchi, chairman of the Tokyo Shoes Association; Nobuyuki Miyamura, director of Japan Leather Co.; Kazutaka Shimizu, managing director of Pacific Overseas Inc.; (back row) Yutaro Ayano, Pacific Overseas Inc., San Francisco; Koji Mizuma, section chief of the Ministry of International Trade and Industry; Roy Liley, assistant executive secretary, American National; Lyman Linger, Loveland, Colo. (the team visited the Linger ranch and the Louis Bein feedlot at Berthoud, Colo.); and C. W. McMillan, executive secretary of the National.

The study team is being sponsored by the American National, Western States Meat Packers Association, National Hide Association and National Association of Importers and Exporters. Although this year's exports of hides to Japan have dropped sharply, that country normally is our best customer for surplus hides.



# LADIES' CHOICE



## Through a Ranch House Window

By DOROTHY McDONALD



Mrs. McDonald

**These golden** October days when the first scents of fall are in the air and—who knows?—the first rains may lie just beyond the farthest hills, who wants to sit at home and put dull words upon blank paper? Or, for that matter, read them? I agree with our president who in her message

this month reminds us all to take some time from our busy days just to enjoy this loveliest time of all the year. That is one of the big, big compensations of a ranch woman's way of life, it seems to me. As children cannot develop normally without the warm climate of love and approbation, it is equally unlikely that adults will ever reach full spiritual stature without close contact with the great Mother Earth. Never to tilt your face up to the hot summer sun, or feel rain on wind-tangled hair, or hear the crunch of frosted grass beneath your heel—that, I think, would be to miss a whole rich part of living! So, no matter how crowded-full these fall days may be, I hope you'll take the time to enjoy them.

\* \* \*

As the last months of 1959 run swiftly through our fingers, may I hope many of you will find a few minutes to write and tell us what changes, if any, you'd like to see on these pages next year? Too, I'd like pictures of home places and of CowBelle activities for a sort of pictorial round-up in the December issue. And don't forget to send along any recipes you may have that would fit the needs of the Washington CowBelles as reported elsewhere on these pages. Let's really try to help them collect a file of outstanding and suitable beef recipes.

\* \* \*

And, if you're planning to be in Dallas in January, have you made your reservations? If not, you'd better do it right away. Time is running out!

\* \* \*

### Meet These State Officers

Oregon's Marian Jacobson has been one busy state president. She and her husband Walter live six miles southeast of North Powder, where they operate a cattle and sheep ranch. They have two sons. Bud, 23, is married and lives

in North Powder; a graduate of Oregon Technical Institute in agriculture at Klamath Falls, he is associated with his father in ranching. Son Jack has completed his freshman year at Oregon State in electrical engineering. In addition to being very active in the cat-tlemen and CowBelle activities the Jacobsons are also members of the Wool Growers.

Marian took office in May 1958 and shortly thereafter the group voted to change election of officers from May to November, so she is retaining her position until election time in November. The job has been made doubly hard by the fact that Oregon has celebrated its centennial birthday in 1959 and the CowBelles have been called upon to take an active part in the celebration by helping raise funds and planning for the fine beef exhibit in Portland. Mrs. Jacobson has managed to attend most of the 17 county CowBelle meetings throughout her far-flung area as well as participate in numerous committee meetings on the state level.

\* \* \*

Mrs. Roxie Cutting of North Powder is secretary-treasurer of the Oregon State CowBelles. After 10 years of operating her own ranch she retired two years ago upon the death of her husband. Mrs. Cutting has two sons and a daughter, all married. She is a charter member of the Oregon CowBelles and a past-president of the Baker County CowBelles.

Ruth Cliff, Publicity

### At Home on the Range

This is strictly a "reader's column" this month, and I am happy to have it so. First comes a note from Florence Harting, who is president of the Washington CowBelles as well as a National officer. "Next spring," she says, "the Washington CowBelles are going to serve the food at the State Federation of Women Clubs convention tea. Of course everything will have to be BEEF—and we have the promise of statewide publicity. We are interested in obtaining a variety of beef hors d'oeuvres and canape recipes.

In looking through my recipe files I haven't been able to come up with any interesting ones. So I'm putting it up to you, each and every one. What recipes do you have that would help the Washington 'Belles set a beautiful and beef-promoting tea table? Send your recipes to Mrs. Harting direct at

Pomeroy, Wash.—or, better still, to us here at Chimes so we can share them with other groups!

\* \* \*

By chance, the same mail that brought Florence Harting's letter brought another, from Margaret Hall of Ekalaka, Mont., containing the Carter County CowBelles' newly-developed recipe for "Ranch Bread." It may well be No. 1 in Mrs. Harting's teatime file, for Mrs. Hall writes, "This bread has good keeping qualities, because the beef is brought to a boil in syrup, and it's an easy and unusual item to serve thin-sliced at a coffee hour. We find our children accept it eagerly and everyone seems to approve the name Ranch Bread rather than Beef Bread. We feel it might have commercial possibilities but to date have done nothing toward this end as we do not have a local bakery."

It seems to me, too, that the Montana ladies might well have a money-maker as well as a beef promotion item in this bread that could be quite as effective as Beef Sweetsteaks or the Beef Candy Bars. At any rate, I hope you'll all try it and report your reactions and those of family and friends. For whatever promotes the sale of more beef, and benefits any one of our groups, should be a source of great satisfaction to us all.

#### RANCH BREAD

By the Carter County, Montana, CowBelles

Boil:

1 cup water  
1/3 cup sugar  
1 cup coarsely ground Beef  
1 cup raisins  
..... cool

Soak:

2 pkg. yeast  
1 tsp. sugar  
1/2 cup warm water

Add:

1 1/2 cups potato water  
3 Tbsp. melted lard  
1 cup all-bran  
1 Tbsp. molasses  
2 cups graham flour  
2 cups white flour  
Mix with spoon and let rise  
10 minutes

Add:

3 tsp. salt  
1/2 cup coarsely cut walnuts  
The beef-raisin mixture, cooled  
2 or 3 cups white flour, to make a soft dough

Knead, let rest for 10 minutes, and then knead again slightly. Cover and let rise in a warm place until doubled in bulk. Punch down and let rise for 20 minutes. Divide into 3 loaves and let rise. Bake 40 minutes at 350 degrees.

I imagine all or most CowBelles received a circular early in the year from

the Larro Feed Company announcing that they were sponsoring a recipe contest. I've just heard that Velma Newland of South Dakota received 5th prize in this contest. I'll hope to print her winning recipe next month.

How about it, CowBelles? Did any of the rest of you win? Or, even more important, did you enter? If not, make

a note to remind yourself to do so next time. It's such good publicity for the group to win in national contests—and if you win with a recipe that features BEEF you may be sure it will in some measure sell more of the product.

And now . . . good eating . . . and good evening . . . to you all.

—D.M.

American National

## CowBelle Chimes

Vol 7, No. 10

October, 1959

President—Mrs. N. H. Dekle, Route #2, Box 440, Plaquemine, La.  
Vice-Presidents—Mrs. J. B. Smith, Pawhuska, Okla.; Mrs. Clyde King, Boulder, Utah; Mrs. John Harting, Pomeroy, Wash.  
Secretary-Treasurer—Mrs. W. T. Cobb, 11766 Manorwood Dr., Baton Rouge 6, La.  
Editor—Mrs. Dorothy McDonald, No. H-8 303 N. 47th St., San Diego 2, Calif.

### A Message From Your President

Greetings:

My, how wonderful are these cool crisp days! Fall with its brilliant leaf coloring is my favorite season. I hope that all of you will take time each day to enjoy the beauty of this changing season.

This month started very well for the National CowBelles. We received news from the U. S. Treasury Department that we as an organization are tax exempt. David Butler of Holland and Hart, tax consultants, met with the general council June 9 in Denver and gave us a progress report on the filing for

exemption and the incorporation of the American National CowBelles. Your by-laws committee chairman has mailed copies of the articles of incorporation and the proposed by-laws to all state presidents. May I remind you to give this your serious consideration? Please direct any questions concerning the matter to Mrs. W. M. Boring, chairman of the by-laws committee, 805 Crow Ave., Independence, Mo.

I am taking this opportunity to remind you of a few things you can do for us. Time has a way of slipping away, and before long it will be time for our annual meeting. State presidents can greatly assist the nominating committee by sending in names of qualified persons for next year's officers to the chairman, Mrs. John Furman, Marsland, Nebr.

Next, I know of the fine public relations work that is being done in the different states by the CowBelles. You will have a chance to share these experiences with others through the public relations contest we are sponsoring. Your state may be a winner, but even more important is the good will we are building through public relations activities.

I met with the planning committee in Dallas on Aug. 7. The convention plans are progressing nicely. Indications are

that we will have a wonderful time in this interesting city.

Now is the time to promote beef. Why not share some of your pot roast and beef stew recipes with your friends? These are delicious dishes for fall.

I am looking forward to visiting with the Missouri CowBelles in Kansas City on Oct. 20. It is an inspiration to meet with state CowBelle groups and hear of the work they are doing to promote a product of mutual interest, BEEF.

Clelie Dekle, President

### DALLAS—THE CITY

After reading the background material for my report to you on Dallas, our convention city for this January, all I can say is, Wow! It won't be any job to sell you CowBelles on a place like this! And it will be well worth the trouble we all must go through beforehand in lining up someone to care for our families, ranches and livestock for a week!

When Mrs. Dekle wrote me after her pre-convention planning session at Dallas in August, she suggested some publicity stories on the convention city. In her letter she said, "I am still dazed by the grandeur of the Big D. Everything is fabulous!"



The skyline of Dallas includes the two tallest buildings west of the Mississippi. The city of more than a million population plays host to the American National Cattlemen's

Association, in convention Jan. 28-30. In the foreground is the new Memorial Auditorium.

The state of Texas leads the nation in the number and diversity of livestock. The 1957 figures show that 83 per cent of the state's total land area is farmed or ranched.

The American National CowBelles organized at Fort Worth, Texas, in 1952. Mrs. O. W. Lynam of Kansas was chairman of the organizing committee in 1951, and was elected the first National president in 1952. In spite of the figures showing the extent of ranching done in Texas, and that the CowBelles began officially in that state, there is no state CowBelle organization. It looks as though we'd better get to Dallas and persuade the Texas ranch ladies to organize a state CowBelle group. We need them and they need us!

Now, about Dallas: The city was born in 1841, and the little cabin of John Neely Bryan, founder of Dallas, stands today on the Courthouse lawn, a reminder of that picturesque beginning.

## Patent No. 2,733,685



Castrating is easy and safe with a LaRue Chute. All other operations are equally simple. Write for brochure and prices today.

### LaRue Ranch Equipt. Co.

P.O. Box 2002

Phoenix, Arizona

(Shop location: 1738 W. Culver)

The city has eight radio stations, two daily newspapers, two television stations, and is one of the eight telephone toll centers in the United States.

Dallas' banks, schools, churches and homes are outstanding. In recent years the city has gained wide fame as a medical center. Recreational facilities include many lakes for fishing and boating, numerous parks, seven football stadiums (including the Cotton Bowl), a city zoo, movie houses, the internationally famous Margo Jones Theatre and the Dallas Civic Opera..

This is the important headquarters of more than 1,000 firms engaged in the oil production industry. Insurance, aircraft production, fashion, finance, banking, publishing, food production, cotton gins, grain elevators, farm implements—all are big business in Dallas.

Big and prosperous, it is one of the leading convention cities because its people still offer plenty of old-fashioned, genuine Texas hospitality.

**Bea Peterson**  
Publicity Chairman

## BEEF PROMOTION REPORT

"Italian Beef Pot Roast" is the new newspaper release in mat form developed by Marion Tripp of the J. Walter Thompson Co. for CowBelles' use in their fall beef promotion campaign. Proofs of this feature were included in the beef kits recently mailed to state beef promotion chairmen. We are happy to have this for our fall promotion and hope you will order mats and see that they have wide coverage in your area.

In addition, Mrs. Tripp has four different beef stew releases distributed last year to metropolitan newspapers on an exclusive basis which she has offered to make available now to CowBelles for their local papers' use. She recommends they NOT be distributed to metropolitan newspapers since they were released to them earlier. These releases include 8x10 glossy photographs instead of mats. They are: "Dutch Beef Stew," "Beef Stew Normandy," "Six-Boy Curry," and "West Texas Beef Stew." If your local papers can use glossy photos, order from Marion Loofe Tripp, J. Walter Thompson Co.

son Co., 410 North Michigan Ave., Chicago 11, Ill.

The September issue of the "Beef Promoter" carried a black-and-white print of the color picture distributed to metropolitan papers which use color transparencies. Another color picture of a Beef Curry has been placed, Mrs. Tripp writes, with the **FAMILY WEEKLY** newspaper supplement, which has a circulation of nearly 5 million readers.

**Lucille Perkins**, Chairman  
Beef Promotion

## PUBLIC RELATIONS REPORT

At the General Council meeting in Denver in June, many public relations programs were discussed. Everyone agreed that all efforts should be put forth in this field. No matter how large or small your activity has been, fill out the entry form of the American National CowBelles' public relations contest and mail it to 801 East 17th Ave., Denver 18, Colo. Only one can be a winner, but the rest of your entries will help make up the list of public relations ideas we hope to make available to the states. Sharing your ideas through this contest will enable others to enlarge the program we are all so vitally interested in—that of better public relations everywhere.

If you have lost or mislaid your entry blank, I will send you another by return mail. Don't forget, the deadline is Nov. 15! The winner will be announced at Dallas during the National convention.

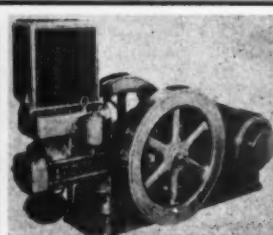
**Mrs. John Harting**, Chairman  
Public Relations

## TASTE TANTILIZERS

Throw a handful of fresh violets, without stems, into one pint boiling syrup. Cover, simmer  $\frac{1}{2}$  hour. Strain. Add  $\frac{1}{2}$  cup orange juice and sufficient gelatin to thicken. Chill in a mold and you have violet jelly. Or wash uncurled fern fronds in salted water; blanch, plunge into cold water and use like asparagus. This is fern salad.

These are not excerpts from Jean Kerr's book, "Please Don't Eat the Daisies." These are actual recipes for cooking flowers—if you like them. You've never eaten flowers? The Romans did. So did the Spartans! The Romans used roses lavishly for flavoring fine foods, and the Spartans were said to refuse wine not perfumed with their essence.

Roses in the kitchen were quite common in the day when they were used to make lively preserves, fruit tarts, ice cream, rose cocktails, rose petal jam and jelly and many other dishes. Dessert tables were set with candied flowers spread on a plate overlaid with exquisitely slender dried lavender twigs, candied cowslip and borage flowers in one, violets and primroses on another and still another held rose petals and gillyflowers. Then there



## WITTE

Diesel Electric Plants  
Low Cost—Dependable  
Power at One Cent per  
Kilowatt Hour

The only American-Made Small Slow Speed  
Diesel Engine Operating at 750 RPM



Available for Immediate Delivery — From 5 KW to 500 KW  
We have made more than 3000 satisfactory installations during the last 25 years  
of continued business. We deliver, install and service each unit we sell.

## New Mexico Diesel Electric Co.

DISTRIBUTORS

SOCORRO, NEW MEXICO

Founded 1934

Phone 186

were syrups of anchusa, clove, carnations, damask roses and violets in lovely flower colors. Does this sound tasty? Take a few sunflower buds, broil on a gridiron and eat with oil and vinegar. Or this—squash blossoms dipped in beaten eggs and fried to a golden crisp in butter.

Today, fancy dairies are bringing back butters churned with marigolds, roses, violets, orange or lemon blossoms and other herb-flowers and honey in similarly flowery flavors is now available. The idea of floral cookery isn't so strange after all, when we stop to think that broccoli and asparagus are only flowers of which the stalk is eaten, and cauliflower is all flower. So is artichoke, and dandelion is a flower whose buds are eaten along with the greens. (And, by way of reminder: all these ideas would go well with beef meals!)

## EATING QUALITY OF BEEF UNRELATED TO STEER'S GROWTH HABITS

**Beef cattle** production characters—such as birth weight, weaning weight, and rate of gain—are not closely related to the animal's carcass quality, according to research studies reported by the USDA.

Performance tests, as now used, appear to give only a slight indication of the tenderness or percentage of lean meat in a beef carcass. At least this was true in 210 steers used in tests at the U. S. Range Livestock Experiment Station, Miles City, Mont.

Improvement in carcass quality, therefore, will possibly have to be based on direct selection for desired carcass characters by progeny testing of sires, and internal meat-area measurements through the use of ultrasonic or other devices.

In the group of steers studied, neither slaughter nor carcass grade was closely related to tenderness. Both grades were associated more with a steer's width across the back and the amount of fat in its body than it was with the animal's length or amount of lean meat.

Birth weight, weaning weight, average daily gain and final weight at the end of the feeding period were all interrelated. However, this interrelationship was so slight that neither birth nor weaning weights could be used to predict later performance and was of little or no value in estimating a steer's grade at slaughter. Slaughter grades, under the conditions of these tests, were correlated with feedlot gains and final weight.

Eight steers sired by each of seven Hereford bulls were raised each year of the four-year study. These steers were weaned at an average age of 180 days and placed in feedlots for 252 days. Records were kept of birth, weaning and slaughter weight, plus daily feedlot gain and slaughter grade. After slaughter, records were made of carcass grade, dressing yield, tenderness grade and 23 weights and measures of important carcass areas such as rib eye muscle, thickness of fat over 12th rib, width of shoulder at first rib, width of hindquarters and length of body.

**Close relationships** between any of the live animal appraisals and one or more carcass records of performance. But the researchers found that none of the growth records was closely related to any measure of carcass quality. Relationships found in this study, however, would probably differ from those in animals marketed at a constant weight or a constant finish.

There was a tendency for birth weight to be associated in the slaughtered steers. Dressing yield, weight per unit to a slight degree with amount of lean, bone and tendon length of the carcass and tenderness were not affected by gain in the feedlot or final weight of the steers. Slaughter grade did not serve as a good estimate of the dressing yield in the steers used in these tests.

**An animal's width** was more closely correlated with the amount of lean meat in the dressed carcass. This was true whether lean and fat were considered in terms of weight or percentage. Although relationships were not high, they may be of some importance in affecting ideas of proper beef type.



# FREE!

## SELECTED RECIPES for serving a true southern delicacy...

There's no other ham like this aged Virginia specialty . . . selected from meaty, peanut-fattened hogs, cured slowly and smoked in fragrant hickory wood. 12-page booklet tells how to buy, cook and serve Joyner's Smithfield Ham and other Joyner's Genuine Smithfield Virginia Meats.

**JOYNER'S**  
*Genuine*  
**Smithfield HAM**

*Send for  
your free  
copy today.*

**V. W. JOYNER & CO.**  
3156 Main Street  
Smithfield, Virginia

*Please send me a FREE Joyner's Smithfield Ham Recipe Booklet.*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# BULLS

FOR SALE AT PRIVATE TREATY

## FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin  
Meeker, Colo.

## CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

## ABERDEEN-ANGUS CATTLE

Purebred and Commercial

## N BAR RANCH, Grass Range, Mont.

OUR SALE BULLS for Oct. 13th will average well over 1,000 lbs. on range and hay with grain supplement after being weaned. They were weighed at birth, 6 months weaning, 12 months old and were 18 months Oct. 1. Write for those records in our catalog.

F. E. MESSERSMITH & SONS, Alliance, Nebraska

"Our Herefords build the beef where the highest priced cuts of meat grow"

# SALES

Annual Fall  
HERD BULL SALE  
November 16

Bones' Hereford Ranch  
PARKER, S. D. PHONE US  
HARTFORD 23F09  
• Quality Plus Pedigree •

Thorp Hereford Farms--16th Annual All Star Sale  
October 26, 1959 at Britton, S. Dak.

### HEREFORDS IN VIRGINIA SALE AVERAGE \$388 FOR 75 LOTS

The Englebrook Acres Hereford Dispersal recently held at Staunton, Va., grossed \$29,075 for an average of \$388 on 75 lots. Five bulls grossed \$3,300 to average \$660, with one of the herd sires

becoming the top selling animal of the day at \$1,250. Second-high seller was \$950. The female sale top brought \$667.50 with a steer calf, and 70 females grossed \$25,775 for a \$368 average. The sale was managed by the Virginia Hereford Association.

### TEXAS BREEDERS LEAD IN HEREFORD REGISTRATIONS

Texas Hereford breeders strengthened their lead position in purebred registration during the past fiscal year by recording 65,428 calves, 7,571 more than the previous year. Oklahoma breeders advanced from fifth to second with 28,018 registration. Kansas stayed at third with 27,764 registration. Nebraska, second last year, was fourth this year with 27,362 registrations. A total of 487,833 calves was recorded in 49 states and the District of Columbia during the year.

### FIRST RED ANGUS SALE SETS OVER-ALL AVERAGE \$960

The "World Premier Red Angus Sale" at Beckton Stock Farm, Sheridan, Wyo., in mid-September attracted cattlemen from 20 states and two Canadian provinces. The first production sale brought a \$1,155 average for mature cows, some of them nine and even 14 years old. The last three cows and calves in the sale averaged \$900. All of the 29 registered females averaged \$1,015, with yearling heifers figuring \$971. Overall average for the entire sale, including commercial heifers and range bulls, was \$960.

### NATIONAL BRAHMAN SHOW SLATED FOR BATON ROUGE

The 1960 National Brahman Show will be held Mar. 11-14 in conjunction with the 25th annual L. S. U. Livestock Show in Baton Rouge, La., under sponsorship of the Louisiana Brahman Association. The event is expected to be one of the largest in the history of the Brahman breed. An International Brahman Sale will be held immediately after the national show.

### RED BLUFF SALE FEATURE TO BE LOOSE-PEN BULLS

Loose pen lots of three, four and five Hereford range bulls will be featured at the annual Red Bluff Bull Sale, Feb. 4-6 at Red Bluff, Calif., in addition to the regular Hereford consignment. Sale Committee Chairman Chas. Stover also announces that the 19th annual auction will offer 60 top Angus bulls and 60 Shorthorn bulls. Consignments have been listed by breeders in California, Oregon, Utah, Nevada, Washington, Montana and Idaho. Bulls entered in loose pen lots will be checked for soundness and the pens must be uniform, but will not compete for champion and reserve pens of two, three and five. Prizes will be \$300, \$200 and \$100.

### PACIFIC INTERNATIONAL DATES ARE OCT. 17-24

The Pacific International Livestock Exposition at Portland, Ore., Oct. 17-24, will feature competing Royal Navy field gun teams from London, "a daring spectacle at each of the daily performances," and a horse show and world semi-finals in rodeo included in the horse show will be seven top California stables and many other stables.

## WYOMING HEREFORD RANCH SHOWS WINNERS IN MONT.

Eighty-five head — 47 bulls, 38 females — were shown in the Midland Empire Fair Hereford breeding show at Billings, Mont. Wyoming Hereford Ranch of Cheyenne won the championship in the female division with a senior calf and also showed the reserve champion bull, a senior calf. Wallop Hereford Ranch of Big Horn, Wyo., won a first on one of its bulls.

## HOUSTON SHOW PREMIUMS INCLUDE \$18,075 FOR HEREFORDS

The 1960 Houston Fat Stock Show is offering \$18,075 in premiums to exhibitors of Hereford cattle in both the open and junior divisions. Dates of the show are Feb. 24-Mar. 5. Two new breeds have been added to the horse division of the show—the Arabian and the Appaloosa. In the past 10 years, the show has consisted only of Quarter Horses and cutting horses.

## EASTERN NATIONAL SHOW SET FOR NOV. 14-19

Dates for the 1959 Eastern National Livestock Show at Timonium, Md., are set for Nov. 14-19. This fourth largest livestock show usually attracts exhibitors from more than a score of states. The Maryland State Fair Board has awarded \$26,055 of this year's premium money, the remainder of the awards to come from beef cattle and other breed associations.

## \$27.04 AVERAGE IS SET IN DENVER FEEDER SALE

In the first of three Denver feeder shows and sales at Denver on Sept. 24, 6,415 cattle from seven states went to buyers from eight states. Nearly all the animals in the offering were steer yearlings and heifers. Loads in the show averaged \$29.30 per cwt., and non-entered loads of commercial feeders averaged \$26.10. Over-all average was \$27.04 for the sale. Hereford steer calves averaging 443 pounds and entered by the George Schafer Ranch, Boyero, Colo., were grand champions; they sold for \$36 a cwt. Reserve champions were yearling Hereford steers averaging 575 pounds from Flowing M Cattle Company of Denver, which brought \$30 a cwt. Cornelius Livestock Company of Reno, Nev., sold 103 Angus steer calves at \$35.50. These averaged 425 pounds.

## SHORTHORN PROGRESS CONFAB IN WASHINGTON NEXT JUNE

Site for the third national Shorthorn progress conference will be Washington State College, Pullman, on June 23-25, 1960. The conference, sponsored by the American Shorthorn Association in cooperation with state associations and the Washington and Idaho state colleges, will include judging of the correlation of steers on the hoof with the beef carcass quality, and breeding, health and management and production features.

## GOLDEN SPIKE SHOW WILL FEATURE BEEF BREEDS

The 41st annual Golden Spike National Livestock Show will take place Nov. 13-21 in Ogden, Utah. The Hereford bull and female sale will be held Nov. 17, the Aberdeen-Angus sale on the 16th; carloads and pens of feeder cattle will be sold Nov. 17, and Quarter-Horses will sell the 20th.

## LONGHORN SALE IN OKLA. NETS \$18,947 FOR 75 HEAD

Buyers paid \$18,947 for 79 Longhorns to average about \$240 a head at a sale in Lawton, Okla., Sept. 17. It was the annual weeding out sale at the Wichita Mountains Wildlife Refuge.

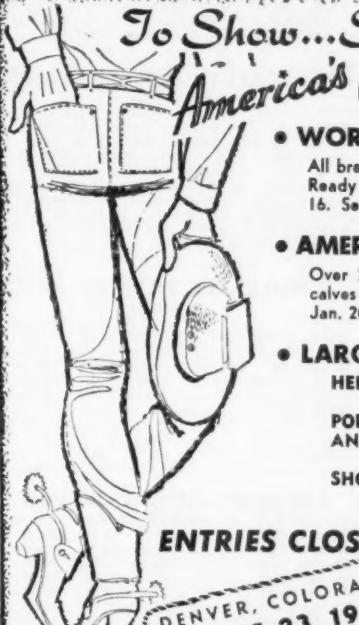
Top buyer was Carl J. Olson, Capa, S. D., who paid \$6,850 for 29 head. Top price was \$400 for a year-old bull.

## ARTIFICIALLY SIRED HEIFERS TO BE STUDIED AT DENVER

Seventy-three artificially sired Angus heifers from Jennings Bros. Ranch at Highmore, S. D., were sold in the September feeder sale at Denver to Codding-Armour Research, a joint venture of C. H. Codding and Sons of Foraker, Okla., and Armour and Company's beef cattle improvement research project based at Denver. Each of the animals brought \$400. They will be test-mated to young sires considered potential semen producers for the BCIR program and the progeny of the special matings will become subjects of continuing special research.

*To Show...Sell...Buy...See*  **PLAN NOW TO ATTEND**

*America's* **OUTSTANDING LIVESTOCK EVENT**



**• WORLD'S LARGEST CARLOAD BULL SALE**  
All breeds . . . top blood lines . . . peak condition.  
Ready for service. Carload or less than carload lots. Judging, Jan. 15 & 16. Sell at private treaty.

**• AMERICA'S FINEST FEEDER SALE**  
Over 200 carloads . . . all breeds . . . steer and heifer yearlings and calves from ranch and range. Judging, Jan. 18 & 19. Sell at auction Jan. 20th. (Non-entered feeders sell at auction Jan. 21st)

**• LARGEST BREEDING CATTLE SHOW AND SALE**

HEREFORDS: Sale Stock—Judging Jan. 17, Sell Jan. 19	Breeding Stock—Judging Jan. 18 and 20.
POLLED HEREFORDS—Judging, Jan. 17, Sell Jan. 18	
ANGUS: Sale Stock, Judging, Jan. 17	Breeding Stock, Judging Jan. 18 & 19
SHORTHORNS: Sale Stock—Judging Jan. 17	
Breeding Stock—Judging Jan. 19	

**ENTRIES CLOSE DEC. 1ST FOR BREEDING AND JUNIOR ANIMALS • CARLOTS IN STOCKYARDS BY DEC. 26TH**

**Plus 18 spectacular arena performances!**  
MATINEE AND EVENING SHOWS DAILY

For premium books, entry forms, ticket order blanks, Wire or Write

**NATIONAL WESTERN stock show**

DENVER, COLORADO  
JAN. 15-23, 1960

Willard Simms, General Manager, Stockyards Station • Denver 16, Colorado



Add **POUNDS** to your  
calf crop—

**DOLLARS** to your  
crossbreeding  
program

Write  
**AMERICAN  
SHORTHORN ASS'N.**  
OMAHA 7, NEBRASKA

GET QUICKER, CHEAPER GAINS  
the year around

Install your  
**MIDSTATE  
STOCK  
WATERER  
NOW**

For ICE-FREE watering all winter

Give your cattle, sheep or hogs water warm enough to encourage drinking, even in the coldest weather. Add pounds of beef, pork or milk the cheapest way...

- Economical electric heat...
- Automatic thermostat control.
- Cool, circulating water in summer.
- Self-filling... never runs dry...
- Models for cattle, sheep, hogs.

Thousands now in use.

NOW! see your dealer TODAY, or write for free folder.

**MIDSTATE MFG. CO.** 1311 So. Bannock  
Denver, Colorado  
Choice Dealer Openings Available. Write for Details

**\$5.75 TATTOO MARKER**  
EXTRA LETTERS OR FIGURES—30c EA.

Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.75 postpaid.

**CATTLE  
BLANKETS**

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



**NECK CHAINS**

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners.
4. Priced reasonable.

**FREE  
CATALOG**

Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horns and hoof tools, remedies and hundreds of items for the stock raiser.

—Write for it.

**BREEDERS SUPPLY CO.** COUNCIL BLUFFS, IOWA

## Deaths

**Mrs. Laura Griffin:** A resident of Arizona's Gila County for 75 years, Mrs. Griffin, 86, owned the 76 Ranch which she had operated with her husband, Cliff Griffin.

**Ed Horrell:** The 84-year-old Arizonian and American National member died early in September after a prolonged illness. He was the father of Louis and Earl Horrell, also well known in American National circles.

**John Cliff Price:** Mr. Price, who lived at Conrad, Mont., died in Billings recently on the day before his 78th birthday. He had moved to Montana from Canada in 1901 and among his many interests was a prize-winning herd of purebred Shorthorns.

**J. H. (Hop) Vinton:** Mr. Vinton, 60, a widely known Sandhills cattleman and former president of the Nebraska Stock Growers Association, suffered a fatal heart attack at his ranch outside of Gordon last month. He was a long-time member of the American National.

**Rockard E. Finley:** A heart seizure proved fatal for Mr. Finley at his home in Center, Colo., some weeks ago. He was for many years a director of the Colorado Hereford Association and was at the time of his death a member of the state senate.

**Roy F. Benton:** This widely known pioneer Californian and long-time member of the American National Cattlemen's Association died suddenly last month while vacationing at La Jolla. He was a native California, 70 years of age, a vice-president of the state's cattle feeders association and a director of the California Beef Council.

**Frank J. O'Connell:** This pioneer California cattleman passed away at San Jose last month at age 78. He was a native of California and in 1890 started to work for 50 cents a day and keep, on the 17,000-acre Dunne Ranch which he was later to own. He retired in 1947 because of ill health.

## Personal Mention

**Sam C. Hyatt** of Hyattville, Wyo., former president of the American National Cattlemen's Association, has been appointed chairman of the Resources Development Council. He succeeds **W. D. Hagenstein**, executive vice-president of the Industrial Forestry Association, Portland, Ore., who is secretary of the Council. The resources group, which concerns itself mainly with the wilderness legislation, will hold a meeting Oct. 22 at Salt Lake City.

**Sterling R. "Bert" Newell**, chairman of the U. S. Crop Reporting Board, has been awarded the USDA's distinguished service award for "his vision and leadership in helping to provide the best agricultural statistics and marketing services to be found anywhere in the world."

## Calendar

Oct. 17-24—American Royal Live Stock and Horse Show, Kansas City, Mo.  
Oct. 17-24—Pacific International Livestock Exposition, North Portland, Ore.  
Oct. 19-20—National Beef Industry Conference, Purdue University, Lafayette, Ind.  
Oct. 22—Resources Development Council meeting, Salt Lake City, Utah.  
Oct. 22-23—Tanners Council convention, Chicago, Ill.  
Oct. 27-30—Florida Cattlemen's Assn. convention, Silver Springs.  
Oct. 30-Nov. 8—15th Grand National Livestock Exposition, San Francisco.  
Nov. 7—Maryland Beef Cattle Producers' dinner and business meeting, College Park, Md.  
Nov. 11-13—Oregon Cattlemen's Assn. convention, Portland.  
Nov. 13-14—Nevada State Cattle Assn. convention, Winnemucca.  
Nov. 13-21—41st annual Golden Spike National Livestock Show, Ogden, Utah.  
Nov. 14-19—13th Eastern National Livestock Show, Timonium, Md.  
Nov. 22-24—Idaho Cattlemen's Assn. annual convention, Moscow.  
Nov. 23-Dec. 5—International Livestock Exposition, Chicago.  
Dec. 2-3—Oklahoma Cattlemen's Assn. convention, Oklahoma City.  
Dec. 3-5—Arizona Cattle Growers convention, Flagstaff.  
Dec. 3-5—California Cattlemen's Assn. convention, Eureka, Calif.  
Dec. 11-12—Utah Cattlemen's Assn. convention, Salt Lake City.  
Dec. 15-18—U. S. Livestock Sanitary Assn. meeting, San Francisco.  
Jan. 5-9—Arizona National Livestock Show, Phoenix.  
Jan. 13-15—Mississippi Cattlemen's Assn. convention, Natchez.  
Jan. 15-23—National Western Stock Show, Denver, Colo.  
Jan. 25-27—National Wool Growers convention, San Antonio, Tex.  
Jan. 27-Feb. 7—Southwestern Exposition and Fat Stock Show, Fort Worth, Tex.  
JAN. 28-30—63RD ANNUAL CONVENTION, AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION, DALLAS, TEXAS.

## FEDERALLY INSPIRED SLAUGHTER

(In thousands)

	Cattle	Calves	Hogs	Sheep
8 mos. '59	11,319	3,095	42,989	8,836
8 mos. '58	11,694	3,745	37,259	8,277
Aug. 1959	1,449	359	4,977	1,010
Aug. 1958	1,479	424	4,515	950

(Of total cattle slaughter, cows and heifers represented 42.1 per cent in the 8-month period in 1959 as against 42.7 in the 1958 period. Canners and cutters represented 9.7 and 11.8 per cent, respectively.)

## WHOLESALE DRESSED MEATS

(Chicago)

	Sept. 24, 1959	Sept. 25, 1959
Beef, Choice	\$43.00 - 45.50	\$41.50 - 44.50
Beef, Good	42.00 - 44.50	39.00 - 42.00
Beef, Std.	39.00 - 42.50	30.00 - 41.50
Veal, Prime	54.00 - 57.00	54.00 - 56.00
Veal, Choice	49.00 - 53.00	50.50 - 55.00
Veal, Good	43.00 - 50.00	44.00 - 51.50
Lamb, Good	42.00 - 46.00	45.00 - 50.00
Lamb, Good	42.00 - 46.50	45.00 - 50.00
Pork Loin, 8-12#	44.00 - 47.50	51.00 - 55.00

## CHICAGO LIVESTOCK PRICES

	Sept. 24, 1959	Sept. 25, 1958
Steers, Prime	\$27.75 - 29.75	\$26.50 - 29.00
Steers, Choice	26.00 - 28.25	25.50 - 27.75
Steers, Good	24.50 - 26.75	24.25 - 26.50
Steers, Std.	22.75 - 25.00	22.50 - 25.00
Cows, Calf	17.25 - 18.50	20.00 - 21.50
Vealers, Gd.-Ch.	32.00 - 34.00*	29.00 - 32.00
Vealers, Std.	26.00 - 32.00	24.00 - 29.00
Calves, Std.	—	22.00 - 25.00
F.&S. Strs., Gd.-Ch.	25.00 - 34.50	25.00 - 36.00
F.&S. Strs., Cm.-Md.	23.00 - 26.50*	21.00 - 27.50
Hogs, 180-240#	13.50 - 14.15	20.00 - 21.50
Lambs, Gd.-Ch.	19.00 - 21.00	20.00 - 24.00
Ewes, Gd.-Ch.	3.50 - 4.50	6.50 - 8.00

(\* Good only)  
(\*\* Med. only)

# "WHERE TO BUY" CLASSIFIED DEPARTMENT

Classified rates: 90 cents a line; lower rates for 18 lines or more and for 3 and 6 insertions. Figure a line as 7 words.

## RANCHES, FARMS

For South Florida Ranch, Farm or Grove properties, large or small, write Robert L. Harris, P. O. Box 926, Fort Pierce, Fla. Registered Real Estate Broker and 20 years practical experience cattle and agriculture.

LOOKING FOR A RANCH? For the best, see Bill Thach, So. Colo. Land & Livestock Co., Pbo. 17, Walsenburg, Colo.

## Arkansas Combination Farm and Ranch

600 acres 12 miles Texarkana on leading highway. All open red to sandy loam. 70 acres cotton allotment, 500 bearing pecan trees. 1500 one to four-year-old grafted Stewart papershell pecan trees, outstanding permanent pastures with carrying capacity of 125 head and with further development can be doubled. Good house, barns and fences. A real money-maker with worlds of future. Priced at \$90,000.

### BOB CHEATHAM

524 Main Street Texarkana, Texas

#### OUTSTANDING

#### IOWA CATTLE RANCH

Now being offered for sale is one of Iowa's largest and finest cattle ranches and grain farms. Located in Central Iowa. This 1,926 A. place is all set up for large livestock operations. Over \$200,000 in practical and beautiful buildings. 1,700 acres of very productive crop land. This farm is capable of furnishing the grain and roughage necessary to feed out 2000 head of light cattle and 1000 head of hogs with the land, buildings and water for such results. Owned by one family for many years. Very seldom will you have the opportunity of purchasing such a unit in the corn state of Iowa. Price \$650,000. For complete information contact

JACK DOMINIC, REALTOR  
Clear Lake, Iowa

Fleetwood 7-4511

#### Nevada Investment Natural

800 DEEDED ACRES within 30 miles of Reno. Approx. 50% developed potential that will show over \$65,000 per year income now. In potatoes, onions and alfalfa with feed yard under construction. Lots of water. Carries good financing that can easily be increased. Very favorable labor situation. Loaded with machinery. Price—\$300,000.

C. W. MOORE REALTY  
Riverside Hotel Arcade, Reno, Nevada  
Fairview 3-6111

CATTLEMEN!—Here is your dream. 14,400 acres of deeded land. 4 sets of good buildings, 4 live streams, plenty of springs, will handle 700 to 1,000 head of cows and calves, plenty of tillable land for hay, 440 breeding stock, also all machinery goes, some Taylor grazing, full price \$500,000 with 25% down. Call or write Henry P. Condon, 14 N. 2nd or phone evenings JA5-8195 or Markham Real Estate 408 S. 3rd, Phone JA5-4495, Walla Walla, Wash.

SKYLINE RANCH in Eastern Oregon—Million dollar view! Two homes, buildings, 4,180 acres, 1,400 crop land, rest pasture. Four wells. \$200,000, terms. Write owner, Box 168, Weiser, Idaho.

## 342,000 ACRE RANCH

One of the best working cattle ranches in central Nevada. Rated at 2,000 unit capacity, yet could be increased with modern methods. Aged owner retiring after years of successful operation. Manager available. Consists of 7,000 acres in Fee with 50% oil and mineral rights; plus 335,000 acres individual Federal allotment. Price: \$276,000 with \$80,000 down. Cattle at market. Limited time offer. Brochure #841. OK REALTY, 107 E. Charleston, Las Vegas, Nevada.

## RANCHES, FARMS

## RANCHES FOR SALE

700 CAPACITY, STEER-TYPE Central Mont. ranch, \$275,000. 1,000 head ranch, Eastern Mont. \$17.00 per acre. Combination cattle-sheep-farming ranch, \$475,000. For investment opportunities, or for good operating ranches: Contact

LYMAN BREWSTER  
c/o PETER YEGEN, Jr., Realtors  
Billings, Montana

## NEAR PHOENIX, ARIZONA

Excellent soil, plenty of water, cotton and grain, 1 or 1/2 section, \$1100 per acre, 1/2 down, balance four years or cash.

## IN NORTHERN ARIZONA

117 acre farm, elevation 5000 ft. \$34,000, terms good. House, well, equipment included.

MAGGI COLLIER, YO 3-4139, WANDA CHINN

1,080-ACRE STOCK FARM. Highly improved, highway frontage; near county seat. 250 acres bottom land farmed in row crops. 350 acres in meadows. Priced to sell. CLINTON REALTY CO., Clinton, Ark.

DURANGOS FINEST GRASS — 32,000 acres. Capacity 2,000 cattle. Water at 60 feet. Well built fencing. \$4.00 acre, terms. BOB MANUEL, Colorado, Texas.

## YOUR PONY

America's largest all pony breeds publication. Caters to all breeds of ponies as well as Arabian & Hackney Horses. \$3.75 per year in United States — 2 years \$7.00. \$4.00 per year in Canada & Foreign Countries — 2 years \$7.50. Published monthly

Address: Box #497, Rising Sun, Maryland

## USDA Meat Grading Starts in Hawaii Nov. 1

Meat grading service will be extended to the new state of Hawaii by the USDA beginning Nov. 1. The USDA meat grading service conducted a survey in October 1957 to observe the Hawaiian livestock program and to demonstrate the application of federal grades on dressed carcasses and cuts of meat. As a result, most members of the Hawaiian livestock and meat industry indicated a desire to have a federal grader assigned to Hawaii.

## AUCTION SCHOOLS

LEARN AUCTIONEERING. Free catalog. Reisch Auction School, Mason City, Iowa.

AUCTIONEERING can be for you. Write for information. Western College of Auctioneering, Box 1458, Billings, Montana.

LEARN AUCTIONEERING. Free Catalog! Missouri Auction School, Box 9525-Bl. Kansas City, Missouri.

## LIVESTOCK

ANGUS BULLS: Importers, Exporters, Breeders of Scotch and Irish Aberdeen-Angus. Performance attested bulls for sale with advance register records. Request folders, data sheets, prices.

WYE PLANTATION - QUEENSTOWN, MD.

## WHEATLAND RANCH

### Aberdeen-Angus Breeding Stock

#### For Sale

James B. Hollinger Chapman, Kan.

## LIVESTOCK IODINE

OF REAL SERVICE TO WESTERN STOCKMEN. Here the ounce of prevention actually does more than pounds of cures. Just an ounce 20c per cow per year in the regular salt or mineral ration prevents costly NON-BREEDING TROUBLES — DEFICIENCY ABORTIONS — WEAK OR STILLBORN CALVES. Proved practical for over 20 years in all the western states. For prices, etc., write:

CULLINAN'S DIRECT FARM IODIZING, BUCKTAIL, NEBR.

## MISCELLANEOUS

FIVE BREEDS PEAFOWLS. Pheasants. Catahoula Leopard Pups, natural-born cowdogs. PEAFOWL RANCH, Cove, Arkansas.

WRITE JACK GAMET, your Western native son, for free market information. Great Northwest Commission Co., Stock Yards, Sioux City, Iowa.

SELLING 50,000 INDIAN RELICS, arrowheads, tomahawks, axes, skulls, peace pipes, etc. List free. Lear's, Glenwood, Ark.

DO YOU find it difficult to secure information about sheep and sheep ranching methods? The Sheep and Goat Raiser reaches more sheepmen with more information on range sheep than any magazine published. Subscription \$3 a year. Sample copy 25 cents. SHEEP & GOAT RAISER, Box 180, San Angelo, Texas.

## TANNING

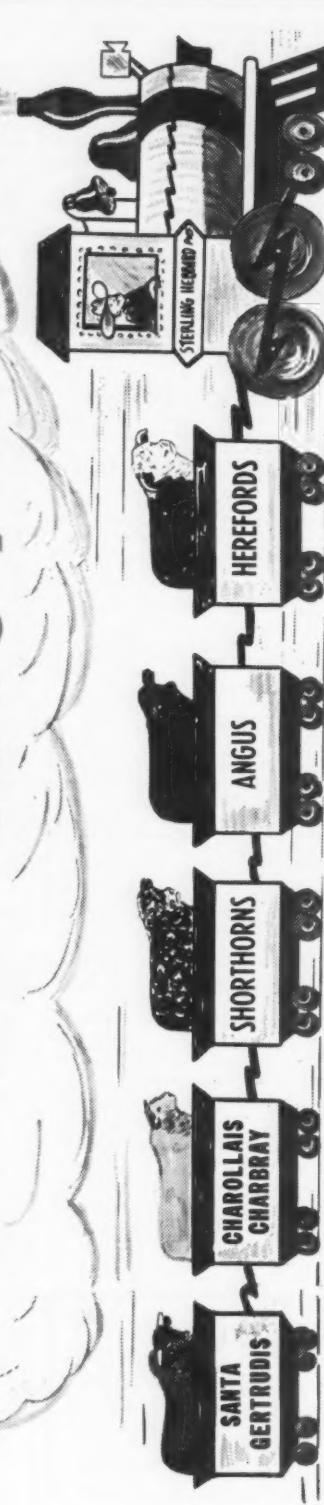
We will tan anything from a mouse to a moose. Either with hair on or various kinds of leather. Manufacturers' gloves, garments, robes. Quick, efficient, reliable. Free price list. Valcunda Fur Co., National Bldg., Seattle, Wash.

ship Better...  
ship BURLINGTON

America's #1  
Livestock Carrier

# Arizona National Livestock Show

Phoenix, Arizona - JAN. 5-9. 1960



W  
to  
Arizona

Enjoy a winter holiday  
in the beautiful  
Southwest.

"I wish I'd been good  
enough to go to the Arizona  
National, but  
I'm sure proud  
that my  
babies were  
good enough  
to go."



For Information Contact  
LEE E. TEPPEL  
Superintendent  
Box 2326  
Phoenix, Arizona

FRANK ARMER  
Secretary

★  
**TOP  
PREMIUMS**  
★

